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ISSUES RELATED TO RECRUITMENT OF
ENLISTED PERSONNEL FOR THE
RESERVE COMPONENTS

FOCUS GROUP REPORT
1980 TRACKING STUDY
VOLUME IV

ASSOCIATES FOR RESEARCH IN BEHAVIOR, INC.
PHILADELPHIA, PENNSYLVANIA

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**ISSUES RELATED TO RECRUITMENT OF
ENLISTED PERSONNEL FOR THE
RESERVE COMPONENTS**

**FOCUS GROUP REPORT
1980 TRACKING STUDY
VOLUME IV**

June, 1981

Prepared for:

**Office of Assistant Secretary of Defense
(Manpower, Reserve Affairs, and Logistics)
The Pentagon
Washington, D.C.**

**Contract Number:
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19. ABSTRACT (Continue on reverse if necessary and identify by block number) The Reserve Component Attitude Study (RCAS) is an annual series from 1978 to 1982 surveying the propensity of men and women to enlist in the Selected Reserve Forces (Guard/Reserve). The study is conducted through a random digit dialing telephone survey of the NPS respondents. The veterans sample was selected from listings provided by the Department of Defense. In 1983 RCAS underwent a reconfiguration and was renamed Veterans Attitude Tracking Study (VATS). The purpose of RCAS is to discover issues relevant to enhancing the number and quality of those enlisting in National Guard and Reserve Forces. Data was collected to determine individuals' reasons for wanting to enlist in the Guard/Reserve from samples of Prior service (PS) men and women and Non-prior (NPS) service men and women. Individuals sampled were divided into categories of those with a negative propensity to enlist and those with a positive propensity to enlist.					
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This is Volume IV of the 1980 RCAS. It is a report on the eight focus groups which were conducted to study specific segments of the NPS and PS populations. The three specific market segments, which appeared to be promising target markets for Guard/Reserve recruitment efforts are:

- o Older NPS Individuals -- Employed men and women between the ages of 21 and 26, who had not served in the military. Some of these individuals were married and had technical training.
- o Recruiter Referral Individuals -- Recent male and female high school graduates who had visited an Active Forces recruiter in their senior year appear qualified to that recruiter, but did not join the military. These individuals had been referred to a Guard/Reserve recruiter.
- o Veterans and Spouses -- Prior Service men and women, with time remaining under their initial enlistment obligation, 12 to 30 months since separation from active duty. The spouses of some of the married individuals were also included.

The results of the focus group research are discussed separately for each market segment in this report. Based on the attitudes of the three different segments the report concludes that Older NPS Individuals are not a promising target market segment; however, it may be possible to capitalize on this market segment by increasing perceived attractions to joining. This could be done by promoting the civilian acquired skills program, developing a better benefits package, or enhancing the image of Guard/Reserve service. The report indicates that accessions from recruiter referral individuals might be increased by emphasizing Guard/Reserve enlistment as a means of achieving the benefits of military service while pursuing civilian education or employment options. It could also be enhanced by informing individuals of the benefits of Guard/Reserve service before they decide not to enlist and by clarifying the role of the Guard/Reserve in wartime. The Veterans and Spouses market segment was positive toward enlistment in the Guard/Reserve. They viewed service as in the Guard/Reserve as a potential way to regain the spirit of military camaraderie and community, engage in satisfying work, and to continue serving their country.

EXECUTIVE SUMMARY

Prior qualitative research associated with the National Guard and Reserve components Enlistment Tracking Study focused on the two major manpower pools: the non-prior service (NPS) population and the prior service population (Veterans). The current study investigated specific segments of these two populations which appeared to be promising target markets for Guard/Reserve recruitment efforts.

Eight focus groups were conducted with people representing three specific market segments:

- 1) Older NPS Individuals -- Employed men and women between the ages of 21 and 26, who had not served in the military. Some of these individuals were married and some had technical training.
- 2) Recruiter Referral Individuals -- Recent male and female high school graduates who had visited an Active Forces recruiter in their senior year appear qualified to that recruiter, but did not join the military. These individuals had been referred to a Guard/Reserve recruiter.
- 3) Veterans and Spouses -- Prior service men and women, with time remaining under their initial enlistment obligation, 12 to 30 months since separation from active duty. The spouses of some of the married individuals were also included.

The results of the focus group research are discussed separately for each market segment.

Older NPS Individuals:

- The Older NPS Individuals feel they have matured since high school and have "settled down." Two major deficiencies in their lives are a lack of free time and a lack of money.
- The Older NPS Individuals do not feel that they have enough free time to participate in the Guard/Reserve; in fact, second jobs of any kind are generally ruled out as not being able to yield sufficient income to offset the loss of valuable spare time.
- The Older NPS Individuals tend to have negative attitudes toward military service: they view the services as a place for the uneducated, unskilled, and unemployed. In addition, the Guard/Reserve is seen as a place where little of value is accomplished.

Older NPS Individuals do not appear to be a promising target market segment under existing conditions. It may be possible to capitalize on this market segment, however, by increasing perceived attractions to joining. This might be done by promoting the civilian-acquired skills program, developing a more attractive benefits package, or enhancing the image of Guard/Reserve service.

Recruiter Referral Individuals

- Most of the recruiter referral individuals had considered joining the military in case they were unable to obtain further education or civilian employment after they graduated from high school.
- Many of the recruiter referral individuals had been encouraged by friends and relatives to consider military service.

- Few of the recruiter referral individuals had considered joining the Guard/Reserve while or after they were considering service in the Active Forces. They did not make clear distinctions between the Active Forces and the Guard/Reserve and many expected the benefits and costs of Guard/Reserve service to be the same as those of active duty.
- Almost all of the recruiter referral individuals were concerned with a potential draft and possible war. Many of them felt that during a war the Guard/Reserve would serve on the front lines in combat. For most of them, this perception was a barrier to Guard/Reserve service.

It may be possible to increase accessions from recruiter referral individuals by emphasizing that Guard/Reserve service is a way to achieve many of the benefits of military service while pursuing civilian education or employment options. Guard/Reserve enlistment propensity may be enhanced if the recruiter referral individuals could be informed of the benefits of Guard/Reserve service before they decide not to enlist in the Active Forces since most of them stop considering any military involvement at that point in time. Clarification of the role of the Guard/Reserve in wartime may also enhance enlistment propensity.

Veterans and Spouses

- The Veterans' negative attitudes toward military service had moderated somewhat in comparison to those of ETS personnel in prior qualitative work.
- About half of the participants felt they were likely to enlist in the Guard/Reserve during the first six months after separation in order to ease their transition to civilian life. The other half said they felt more positive toward Guard/Reserve enlistment later on, after their initial negative attitudes toward the military had moderated.

- Spouses were generally supportive of Guard/Reserve service. They were less supportive if they had small children or if they had been with the Veterans during active duty.
- The Veterans offered a number of suggestions for changes in Guard/Reserve which they said would make them more likely to enlist. Two of these suggestions were: having Guard/Reserve training done by active duty personnel and allowing trial enlistments in local units.

The Veterans tended to be positive toward enlistment in the Guard/Reserve. Many of them had taken steps toward enlistment. They viewed Guard/Reserve service as a potential way to regain the spirit of military camaraderie and community, and engage in satisfying work (if they had liked their active duty work), and as a way to continue serving their country.

Additional Considerations

Three issues which were discussed in each of the focus groups have implications for the entire potential manpower pool.

- Perceptions of low quality military personnel are likely to reduce the enlistment propensity of qualified individuals.
- Expectations of a draft do not tend to increase enlistment propensity.
- Guard/Reserve service is compared unfavorably with civilian part-time and overtime employment opportunities.

TABLE OF CONTENTS

	<u>Page</u>
EXECUTIVE SUMMARY.....	1
TABLE OF CONTENTS.....	v
1.0 INTRODUCTION.....	1
1.1 Purpose.....	1
1.2 Objectives.....	1
1.3 Study Limitations.....	2
1.4 Outline of the Report.....	2
2.0 OLDER NON-PRIOR SERVICE PERSONNEL.....	3
2.1 Rationale.....	3
2.2 Participants.....	3
2.3 Results.....	4
2.4 Concluding Remarks.....	9
3.0 RECRUITER REFERRAL INDIVIDUALS.....	11
3.1 Rationale.....	11
3.2 Participants.....	11
3.3 Results.....	12
3.4 Concluding Remarks.....	20
4.0 VETERANS AND SPOUSES.....	21
4.1 Rationale.....	21
4.2 Participants.....	21
4.3 Results.....	22
4.4 Concluding Remarks.....	31
5.0 IMPLICATIONS.....	34
5.1 Implications for Questionnaire Development.....	34
5.2 Additional Considerations.....	37
APPENDIX A: Summaries of Prior Qualitative Work Associated with the Guard/Reserve Tracking Study	
APPENDIX B: Selection of Focus Group Participants	
APPENDIX C: Sample NPS and Veterans Questionnaires in which New Items are Enclosed in Boxes	

1.0 INTRODUCTION

1.1 Purpose

The present focus group study was performed as part of the 1980 National Guard/Reserve Components Tracking Study.¹⁾ This research was conducted during the questionnaire development phase of the Tracking Study in order to guide the formation of new questions for the national survey instrument.

1.2 Objectives

The two basic target populations of interest to National Guard and Reserve components recruitment efforts are both declining in size. The number of non-prior service (NPS) and prior service (Veterans) individuals (18 to 21 year olds) will be decreasing throughout the 1980s. One objective of the overall program of research is to aid in resolution of the problem posed by the decreasing manpower pools. Resolution of this problem entails the identification and development of new target market segments.

The present focus group study was conducted to explore new opportunities to enhance Guard/Reserve recruiting effectiveness in three particular segments:

- Older NPS individuals (over 21 years of age),
- Recruiter referral individuals (high school seniors who visited an Active Forces recruiter but had not enlisted),

1) A Tracking Study Regarding Issues Related to the Recruitment of Enlisted Personnel for the Reserve Component. Conducted for the Office of the Assistant Secretary of Defense (MRA&L) (MPP) by Associates for Research in Behavior, 1981.

- Veterans (approximately 12 to 30 months after separation).

Each of these groups represents a potentially productive recruiting market. The specific research questions geared toward each segment, and the research methods are discussed in more detail at the appropriate points in this report.

For a more general discussion of the attitudes and opinions of non-prior service and prior service individuals the reader is encouraged to read the summaries of earlier focus group reports located in Appendix A.

1.3 Study Limitations

This report is based on a qualitative analysis of the verbal data collected during discussions with a number of participants. The results are not necessarily projectable to all individuals in a particular category. The participants are selected because they meet specific criteria relevant to the discussions and are not members of random samples of their respective populations.

1.4 Outline of the Report

The focus groups conducted with members of each of the specific market segments are discussed separately in the next three sections of this report. These three sections are similarly structured: First, the rationale for concentrating on the market segment is presented along with the particular research issues germane to the group. Next, the participants are briefly described. Third, the obtained results relevant to the research issues are presented.

The final section of the report contains implications for questionnaire development and further considerations of issues relevant for all three target market segments.

2.0 OLDER NON-PRIOR SERVICE PERSONNEL

2.1 Rationale

Non-prior service (NPS) personnel in their mid-twenties have different life situations than do the younger NPS individuals (18 to 21 year olds) who have primarily filled Guard/Reserve NPS recruiting quotas. Many of these differences influence propensity to enlist in the Guard/Reserve. Such differences include marriage, level of education, regular full-time employment, and family and financial responsibilities. Changes which are potentially related to propensity to enlist in the National Guard or Reserve were the focus of discussion.

The greater educational attainment and occupational achievements of many older NPS personnel make them particularly attractive accessions. Therefore, persons with technical skills and experience were included in the groups in order to explore their perceptions of Guard/Reserve service and their feelings about applying their particular skills in the Guard/Reserve.

2.2 Selection of Participants

The groups were composed of men and women between the ages of 21 and 26 who were employed full time or were full-time students. The discussions were held in Indianapolis, Indiana; Boston, Massachusetts; and Philadelphia, Pennsylvania. The groups were composed of a total of fifteen men and eight women. Roughly half of the participants in each group were married. They were employed at a variety of job types including: construction, factory work, skilled trades, technician, bookkeeping, clerical and truck driving.

A description of the methods used to recruit the focus group participants is included in Appendix B.

2.3 Results

2.3.1 What are the major sources of dissatisfaction for older NPS individuals?

Lack of Free Time. Many individuals indicated that they had virtually no free time or that their schedules were so full that the free time they did have was used for relaxation.

"I really don't have a lot of free time. I work most of the time I have, and the time I'm not working I just sit down and enjoy my life; my little girl. And I don't really watch that much TV. I read ..."

Free time on weekends was seen as particularly valuable with one woman saying she would rather work extra at night than on weekends.

Lack of Money. Money was a secondary source of dissatisfaction compared to free time. Some of the participants were attempting to get more money by advancing in their work through extra study. Others had taken part-time jobs, but most of them said they had not seriously attempted to find ways to get extra money. They felt that it was not worth the time required to take a part-time job in addition to their regular employment.

2.3.2 How do Older NPS individuals' perceptions of the military differ from those of younger NPS individuals?

Perceived Military Quality. Although older NPS individuals tended to get negative impressions of the military from contacts with military personnel, as did younger NPS individuals, they seemed to be more concerned with what they perceive to be the low

quality of military personnel. Many of the participants felt that they would be joining a group of losers who could not make it in the civilian world.

"... completely unskilled to do anything so then they either go on unemployment or are thrown in the Army, but they are basically stupid. Half the people in the Army are poor people who can't read or write."

Who Should Serve. Many of the participants felt that military service would be good for recent high school graduates. When reminded that they said that they were too involved in their independence at high school graduation to consider military service, they suggested that the best time for military service was about a year after high school graduation. Some of them felt that their responsibility to the country was met through paying taxes.

"I think of it this way. I go to work every day and I pay my taxes ... to the government, and they take my money and put it to military. You might have a guy right out of high school, goes and signs up, he's in the military. He's serving the military manually with his labor. I still think that's what I'm doing. I'm still putting money into the military ... if they don't have my money they can't buy their equipment or pay their men, or buy their food."

2.3.3 How do the older NPS individuals' perceptions of the National Guard and Reserves differ from those of younger NPS individuals?

The older NPS individuals had no clearer ideas of the drills and training requirements of Guard/Reserve service than did younger NPS individuals. They also confused the Active Forces with the Guard/Reserve. These groups of individuals did not differentiate the National Guard from the Reserves.

Guard/Reserve in Wartime. One major concern that has not been seen in prior qualitative work arose from the belief that the persons in the National Guard or Reserve would be the "first to go" in time of war. Many of the participants felt that a war was likely to occur very soon. Since they thought the Guard/Reserve would be playing a dangerous role in that war they said they did not want to join.

"You're the first to go and I don't want to leave my family. ... I'd be more willing, say maybe, three years ago, but not now. Because three years ago we weren't in war time or to me didn't look like war time, and now it looks to me like we are going to go to war ... you can see it coming."

Pay. Some of the discussants estimated the pay for a typical weekend drill to be about \$100. They were concerned with the inadequacy of the pay as it related to overtime pay rates and other civilian alternatives.

"The money situation is very poor. And on Saturday, it's overtime, actually time and half, and Sunday is double time, so that's very poor money, for one thing. So the money side is crazy. And the time, who wants to be committed, yeah prime time. That's the only time you get, you work Monday through Friday."

Civilian alternatives were seen as much more profitable; even individuals who had no idea of the pay level were sure that it was not as much as they would deserve. Some of the discussants felt the time for which Guardsmen and Reservists were paid should incorporate a full 48 hours during which they were on call.

Reasons for Not Enlisting. A major reason for not enlisting was that taking time off for initial training would interfere with current employment.

"They make you go through 6 weeks to 6 months of basic training. You have to have that. Take 6 months off and just go in and it's too much. Everything I've worked for now would go down the tubes."

Another reason for not enlisting was the loss of valuable free time that would be required for drills.

"I haven't really thought much about going into the Reserves. But, there is no way I could go, there is no way I'd want to go ... I just can't see giving up that free time ..."

A third barrier to Guard/Reserve service was potential lack of advancement in their work. Many of the participants felt that they would lose their jobs if they were to be gone for two weeks annual training or if they were to be unavailable for overtime because of weekend drills. This was especially the case for individuals employed in skilled labor or supervisory positions. Others said that it was illegal for their employers to discriminate against them because of participation in the Guard/Reserve. However, they said that they would be unlikely to progress in their jobs at the rate they wanted because of Guard/Reserve participation. They felt that although the company might not discriminate, their direct supervisor would find them to be unreliable because of Guard/Reserve obligations and would use this against them. Some participants said they knew of such cases in the companies where they work. In contrast, a few of the focus group participants felt that Guard/Reserve participation would not adversely affect their jobs. These participants worked for large firms, held positions which would be easy to replace or were members of unions.

No one volunteered that Guard/Reserve participation would cost them time from their families. However, when the moderator brought it up, several group members said that family time was included in the time costs discussed earlier.

"When I get home, I'm pooped and still have a lot of things to do, like the kids ... so the only time I spend with my kids is maybe an hour anyway. It just seems like all my time is taken."

2.3.4 What are the reactions of older NPS individuals to the potential benefits of Guard/Reserve service?

In general, the non-prior service individuals saw no benefits of Guard/Reserve service for themselves. They felt there might be benefits for younger people or unemployed people.

The moderator suggested various potential benefits, such as job training and leadership training. Most of these individuals felt that they already had the training that they needed, that they could get that training from a civilian source with less commitment, or that Guard/Reserve training was useless for civilian jobs.

"And so it's useless, nothing you can do with that unless you want to stay in the Reserves and work ... or something like that."

2.3.5 What are the older NPS individuals' reactions to Guard/Reserve Enlistment Incentives?

Bonuses. Many of the participants felt that there would be strings attached to any large cash incentives offered. As one individual put it,

-5-

"... as soon as you say that to me that would warn me off. If you get me \$5,000, I'm not getting all that for nothing ... every weekend I'm going to have to be doing something I don't want to do."

Civilian-Acquired Skills. Credit for civilian-acquired skills was perceived as a good idea but most of the participants didn't believe that such a program would apply to their type of skill. This is especially interesting since these participants were chosen because they have skills and experience that have been identified as useful to the Guard/Reserve. Nevertheless, most of them felt a civilian-acquired skills program would apply to other persons with different skills. They did not know what these skills were, however.

Other Incentives. The older NPS individuals were asked under what circumstances they would enlist in the Guard/Reserve. Incentives which were attractive to them involved more flexible commitment and economic advantages such as higher pay, tax breaks and low interest loans.

"Shorten duration, pay more and be able to have easy out if you want to."

"I think the motive would be money, maybe a super tax break, money, and improved government benefits. Maybe three or four percent loan privileges, for when you go to buy a car ... If they are going to be dealing with us it has to be something with the economy, because that's what we are all striving for. Let them give you a two percent loan and free medical."

2.4 Concluding Remarks

Most of the non-prior service individuals indicated they might have considered service in the Guard or Reserves at one time. However at this stage in their lives employment and family commitments were effective barriers to enlistment. They gave high priority to free time.

-10-

When considering the advantages and disadvantages of Guard/ Reserve service they made generally unfavorable comparisons to their civilian jobs. Those who are the most desirable candidates for Guard/Reserve service, because of their technical training and on-the-job experience, are the ones who say that they can not enlist because the time commitment for drills and for initial training interfere too much with their jobs. They do not feel that a civilian-acquired skills program would apply to them.

Older NPS individuals may become more positive toward Guard/ Reserve enlistment if:

- They become aware of the value of their skills to the Guard/Reserve,
- They become aware of flexible options for Guard/Reserve service,
- They could feel confident that their immediate supervisors would not discriminate against them because of Guard/Reserve service, and
- They could obtain their initial training without taking long periods of time off their regular job.

It may also be desirable to reposition the Guard/ Reserve so that older NPS individuals will be less likely to think of it as a part-time job and therefore be less likely to make unfavorable comparisons of it to their civilian jobs.

3.0 RECRUITER REFERRAL INDIVIDUALS

3.1 Rationale

Young people who have investigated military service through discussions with recruiters of the Active Forces but failed to enlist may be more likely than other NPS individuals to have positive propensity for Guard/ Reserve enlistment because:

- They have already demonstrated motivation toward and interest in military service,
- They have already taken a number of behavioral steps toward enlistment, and
- The reasons they considered enlisting in the Active Forces may be reasons to enlist in the Guard/Reserve.
- The reasons they failed to enlist in the Active Forces (e.g., further schooling or employment) may not apply to Guard/Reserve service.

The objectives of focus group discussions with recent high school graduates who have seen an Active Forces recruiter and failed to enlist are to examine their reasons for deciding against military service, the referral mechanisms that may have been used to direct them to a Guard/Reserve recruiter, and the specific barriers and benefits of Guard/Reserve service that apply to this potential market.

3.2 Participants

The two recruiter referral groups held in July were composed of young people who had:

- Graduated from high school the preceding May or June,

- Visited with a recruiter of the Active Forces,
- Appeared to that recruiter to be eligible for military service (in many cases had taken and passed the necessary entrance examinations), but
- Decided not to enlist.

The methods of recruiting those individuals for focus group participation are detailed in Appendix B.

The focus groups were conducted in Indianapolis, Indiana and in Philadelphia, Pennsylvania. The Indianapolis group consisted of seven young men. The Philadelphia group consisted of six young women and one young man. The majority of the Indianapolis group were white and the majority of the Philadelphia group were black. Although the groups represented different geographic locations, ethnic groups, sex composition, and socioeconomic status, similar views of military service were expressed.

3.3 Results

3.3.1 What were their reasons for seeing a recruiter?

No Plans for Future. The main reason for seeing a recruiter was the lack of definite future plans as high school graduation neared. Many of the discussants indicated a feeling of panic, or helplessness at the thought of being a high school graduate without a job or provisions for further education.

"Well, I went to a recruiter in April. Nothing was looking right for me after school was out so me and a bunch of other guys went to Air Force Recruiters ... And they would talk to us and tell us all about the opportunities and everything."

Social Pressure. A second important reason for seeing a recruiter was social pressure from either family or peers. For some, seeing a military recruiter was a means to reduce pressure from parents. Thus, one young man said:

"... and I'd go home and my father yelled at me for not doing the chores or something and he'd say why don't you go into the service and let them make a man out of you."

Other relatives also influenced these young people to initiate contact with a military recruiter. Some of the participants mentioned being influenced by siblings who were serving in the military. Most of the relatives who encouraged these young people to enlist in the military felt that enlisting was a good idea only if it was in the same branch of military service in which they had served.

"My dad was in the Navy. He thought it would be good for me to go in the Navy but nothing else."

Friends play a less direct role in influencing the young people interviewed. Almost no one mentioned feeling pressured by friends, although almost all of the participants mentioned having friends who joined the military since high school graduation. Most of the participants, however, knew about and thought they had participated in the Stripes for Buddies program. Some said the reason they went to see a recruiter was in order to help a friend who hoped to gain rank through bringing other friends to enlist. Although the persons interviewed had not enlisted, they said that many of their other friends did enlist under this program.

3.3.2 What were their perceptions of the recruiting process and how do they differ from those of other NPS individuals?

Members of each focus group were similar to NPS individuals represented in previous qualitative work in their general impressions that recruiting was pursued with too much fervor, that

recruiters could not be trusted, that recruiting quotas were bad, and that they received too much recruiting literature.

Telephone Contacts. Some of the participants said that telephone contacts from recruiters were too frequent. They found their parents especially annoyed with the frequent telephone calls. The field services which Associates used to recruit group members reported that many parents of potential participants refused to cooperate with the telephone interviewer. The telephone interviewers said that parents were attempting to protect their children from further contact with military recruiters.

Promotional Devices. There were mixed responses to the promotional devices advertised in the magazines that these young people read. They were all aware of various promotional devices available and some had taken advantage of the opportunities to obtain them.

"Yeah, all over the place in magazines ... the magazines they give you at school. The Scholastic Magazines have all the things to send away for, sweat socks, this or that ... something with Army printed on it or iron-ons and they will send you all this information. Yeah, I sent for all of it."

However, other discussants felt these devices to be insulting and immature.

"We are all pretty much almost adults now and we've really .. I can't wait to get my Army Reserve sticker to put on my shirt, and on the bumper of my motorcycle, I mean I just can't wait. They have 'YES, I'm interested,' in big capital letters, 'Please send me an Army bumper sticker.' It's juvenile."

3.3.3 What were their reasons for not enlisting?

Civilian Alternatives. Most of these young people said they did not join the military because they had found something else to do. Most of the individuals had considered military service as one option for their futures. However, they considered it to be less desirable than civilian employment or education.

Some participants had already chosen a future vocation, and did not feel that the military would prepare them for that vocation. Thus, one young man said,

"And the only reason I didn't get into it was they didn't have any fields related to art and I want to be a commercial artist or something."

Other Reasons. Other reasons for not enlisting were given. One young woman did not want to leave her family and friends. Another did not want the restrictions of military service. She referred to herself as "a free spirit, not wanting to be tied down." One young man said he was waiting for the draft. At that time he would join before he was drafted, but wanted to bide his time until then. Family and friends did not exert a strong negative influence except in one case.

"Well, I was honestly thinking of going into the Air Force last spring. What really changed my mind was, it turned out to be your own girlfriend that really does it to you. She just didn't like the idea."

3.3.4 How do their perceptions of the National Guard and Reserves differ from those of other NPS individuals?

The perceptions of the Guard/Reserve of the recruiter referral focus group participants were similar in many ways to the perceptions of young NPS individuals participating in prior

qualitative work. They had not seriously considered Guard/Reserve service while they were deciding whether or not to join a branch of the Active Forces, or thereafter.

Training, Drills and Pay. The participants were more knowledgeable about the requirements of Guard/Reserve participation than were prior NPS group participants. Basic training estimates ranged from six weeks to nine months. Estimates on the pay were closer to the actual rates than those obtained from prior NPS focus group participants.

Role in Wartime. Many of the Recruiter Referral focus group members felt that the Reserves would be called up in case of a war, and that the Reserves would be the first to go. They also said that Reservists would be in an advanced position in wartime. Most members of the groups considered this aspect to be a disadvantage of belonging to the Reserves. A few participants incorrectly believed that if:

"A war circumstance comes ... the Reserve guys will more than likely be officers rather than enlisted men because you already have a little more experience than the guys who are going to be drafted."

The major perceived cost of Guard/Reserve service for most of the participants was the possibility of being involved in a war. Only young men certain that they would serve in the military if there were a war, felt Guard/Reserve service would provide them with a better position in the event of a war. Others, who were less certain that they would be drafted in the event of a war, tended to view Guard/Reserve service as very risky in view of a potential war. The young women interviewed did not feel they would be drafted, therefore they felt Guard/Reserve enlistment would place them at a risk they did not otherwise have.

3.3.5 How do they think Guard/Reserve service fits with their plans for the future?

The moderator asked individuals to consider how they could fit Guard/Reserve service into their plans for the future. A few of the group members simply agreed that they could fit it in if they wanted. However, there were other individuals who felt that Guard/Reserve participation would interfere with their plans for education or work.

"No (could not participate in Guard/Reserve).
Because when I go to college I plan on devoting
my time to my studies."

Since Guard/Reserve service requires commitment for a longer period of time than most activities young people plan, both groups were asked how far ahead they could plan. They very clearly stated that one or two years is the longest that anyone at their time of life could or should plan. Two different reasons were given for not planning further in the future. One was that planning would reduce their potential options.

"I think maybe two years ahead but after that I think it would just be open. If you decide to go another route and you take that route. I just take things as they come, I try not to plan, I can't plan a week ahead ..."

The second reason for not planning far into the future was that they may not find themselves suited to or may be bored by a specific plan of action, and want to be able to get out of any obligation for it.

One group was specifically told by the moderator that the length of commitment for Guard/Reserve service is six years. Their responses bordered on incredulity. This group had been fairly positive towards the idea of enlistment in the Guard/

Reserve prior to this point in the discussion. Given this information, however, they said that six years was too long a commitment.

3.3.6 How do their perceptions of the draft registration program and of a potential draft influence their propensity to enlist in the Guard/Reserve?

These focus groups were held during the same week that the draft registration program for young men was instituted. Although only a few of those interviewed had signed up that week, since most were not yet eighteen years old, the topic of the draft and draft registration came up spontaneously early in each focus group session.

Most of these individuals were very sure that the institution of draft registration would be followed by an actual draft. Not only did they believe that draft registration would be followed by a draft but that a war was also inevitable and likely to occur soon.

"The way I look at it, the war. Has to have one to keep up with 'an economy. Every time it changes it has to be a war ..."

"I think we are coming into, a war ... from trouble brewing everywhere. The U.S. won't go to the Olympics for first time in how many years. There are a lot of frictions between countries now, and that's my opinion."

Their expectations of war indicated that at least some of these young people had been thinking about the influence of war on the future. They expected a future war to be similar to those of the recent past but to have very little impact on civilian life either during or following such a war. There was general agreement that the "coming war" would not be a nuclear war. One young woman said she felt that belonging to the military would be a very good option for a young person "after the war."

All of the young men said that if there were a draft and they were drafted that they would go and would not object. There was, in fact, general agreement that a draft was needed. One argument for the need for a draft was to raise the caliber of troops.

"If they drafted me, I'd have to go, and then they could get some intelligent people because it's pretty much a responsibility, you have to go, so they could pick and choose some intelligent people and get some dummies out of the way."

Eligibility for Draft. When asked who should be drafted, most of the young people identified a group other than themselves. These other groups included:

"People who can't find a job."

"Low life."

"Go to the jails and get them if they want to be killing people."

"I don't think it's right for 18 and 19 year old kids to be drafted because they are just getting out of high school and they haven't been out to experience nothing in the world. They should get somebody who is older and been out there, like 25."

National Service Requirement. When asked for their feelings on a National Service Requirement in which all young people would be required to spend two years in some type of service, including but not limited to military service, both of the focus groups reacted negatively. The rationales for these reactions were somewhat extreme. The Indianapolis group firmly stated that National Service was communistic and therefore a bad idea. The Philadelphia group seemed to resent National Service as an infringement on personal freedom.

The moderator then directed the discussion to what they thought was the individual's personal responsibility to their country. Some members of the Philadelphia group said their responsibility to the country was to pay their taxes. The Indianapolis group talked of patriotism and its extent. They agreed that they all had patriotic duty but disagreed on the extent of that duty.

3.4 Concluding Remarks

The participants in the recruiter referral groups had decided not to enlist in the military once civilian alternatives had been secured. They had not seriously considered Guard/Reserve enlistment. The benefits and costs of Guard/Reserve service they listed are more likely to occur in active duty. The young people interviewed were very concerned with a potential draft and war. Since most of them felt the Guard/Reserves are most likely to serve in combat they felt that Guard/Reserve enlistment would be very risky. Finally, the participants did not want to make firm plans for the future and did not feel that they could make a six year commitment.

This potential market may be reached better through:

- Clearly positioning the Guard/Reserve as coordinating with rather than competing with civilian employment or education options,
- Providing information about the Guard/Reserve to these individuals before they have made their decision against military service, and
- Emphasizing that many of the barriers to enlistment in the Active Forces do not apply in the Guard/Reserve (e.g., being away from home, not being able to pursue civilian alternatives).

4.0 VETERANS AND SPOUSES

4.1 Rationale

Previous qualitative research showed that many Active Force personnel enter terminal service with negative attitudes toward the military. Therefore, at that time these people are not good prospects for career counselors seeking to promote enlistment in the Guard/Reserve. Both informal surveys and comments of DoD personnel suggest that many negative feelings toward the military dissipate after Veterans experience some months of civilian life. If so, men and women separated between 12 and 30 months may comprise an additional pool of trained personnel.

Data from earlier tracking studies show that a high proportion of Veterans are married. Furthermore, the data show that the enlistment propensity of many Veterans is highly related to their perception of their spouse's attitude toward Guard/Reserve service. Focus groups provide an opportunity to include both Veterans and spouses in discussions of the costs and benefits of service.

Focus group discussions with Veterans and their spouses centered on changes in their lives that may have moderated or altered their attitudes toward the military, the events they believe related to those changes, their current perceptions of the costs and benefits of Guard/Reserve service, and the incentives that may increase the attractiveness of service to them.

4.2 Participants

Three focus groups included both Veterans who had been separated from the Active Forces 12 to 30 months and the spouses of some of the Veterans. Details of the selection and recruitment of participants for the focus group discussions are provided in Appendix B.

Veterans of the Army, Navy and Air Force were in each focus group. In each group about half of the Veterans were married. Of those who were married, slightly more than half had been married while on active duty. About half of the married Veterans had preschool children. Half of the Veterans participating in these focus groups either planned to attend or were attending some sort of school while they worked at a full-time job. The Boston focus group was composed of one female Veteran, five male Veterans and three of their wives. The Philadelphia focus group was made up of seven Veterans, five men and two women. Two of the Veterans had met and married during active duty. One Veteran brought her husband and another brought his wife. The Baltimore focus group consisted of four male Veterans the two spouses.

4.3 Results

4.3.1 How have impressions of active duty changed since separation from active duty?

The Military Community. Many of the respondents said they missed the sense of community they had while in the military.

"Even in barracks, from what I saw, almost everyone got along, like a community there. Once in a while you had little rifts, but you tended to get close to people."

The Veterans said they were able to have a group of people around them with a common set of interests and activities who were a source of constant change and variety. Most of the focus group members found that variety to be a positive feature of military life. Other aspects of the military community which they said they missed in civilian life were the recreational opportunities, the time for recreational activities, and the commissary privileges.

Military Work. Satisfaction with military work seems to play as important a role in the general impressions of military service of those Veterans who have been separated 12 to 30 months from active duty as it did for Veterans who participated in prior qualitative work. Many of the respondents indicated that they liked the work they did in the service very much. They felt that they received excellent training and were putting that training to use in valuable activities. However, the major dissatisfactions with active duty, like the major satisfactions, stem from work experience. Those Veterans who did not feel that they were trained for and participated in interesting and valuable work were very dissatisfied with their active duty.

Some Veterans were dissatisfied that they had been promised job training and did not receive it. However, there were many more who felt that they had been promised actual job experience, but were unable to obtain that experience even though they were trained in the correct job classification.

"They spent so much money sending me to school to be an aviation electronic technician and for the first year I did nothing that had to do with an aircraft, I was a secretary in an office. And that was something everyone gets, and then I got stuck sitting in barracks checking people in and out."

Dissatisfaction with Pay. Most of the Veterans felt that the pay in the military was not comparable to that available in civilian jobs. Even so, half of the Veterans were attempting to get additional training so that they could improve their employment conditions. Thus, not only are civilian pay rates perceived to be higher, but also the Veterans felt that they were in a better position to improve their pay rates than they were while on active duty.

Dissatisfaction with effects on Family Life. Many impacts on family life were important sources of dissatisfaction. Some Veterans and their spouses indicated that the long periods of time away from their families were a source of strain.

"From the spouse's point of view, I didn't like him being out in the field and away from me ... But he really complained about it which is even rougher because by not appreciating it or not liking it, you know, he would come home and take it out on me."

Many of the Veterans had undergone major changes in their families around the time of their separation from active duty. They either got married or had children. They said that being in the military was "no way to raise a family."

Changes in education and retirement privileges were especially feared by these Veterans and spouses.

"... and I got tired of seeing the money change. Let's get out. They were proposing that if you weren't on your third enlistment it would affect you also ... 6 years if they do it to us, they do it to us. And that would be that many years out of our lives when we could have been doing something else that would benefit us when we retire."

4.3.2 How has civilian life met their expectations?

Perceptions of Personal Freedom. According to the Veterans interviewed, the biggest difference between active duty and civilian life was the freedom that civilian life allowed. They appreciated feeling they were able to choose to go to work, knowing that they could choose to take consequences which were less severe than those they would have faced in the military.

"I love it. I can honestly say I'm my own self again. Going into the military I really changed. I had a bad attitude and it was like I didn't get along with too many people because something was always getting under my skin. Now I'm back home doing the same thing I was doing. I have my freedom again, I come and go as I please, and go to work when I want to and stay home when I want to and nobody says anything because it's my decision. I made up my mind, what I wanted to do and I don't have to answer to anybody as long as I don't break the law."

However, although they valued the freedom of civilian life, they were quick to point out that civilian life did not live up to their expectations.

"And then I went in the service thinking the grass was greener on the other side there and found out it wasn't that much greener. And then I came back to civilian life and found out military life was better than being back here."

Lack of Money and Free Time. Areas of difficulty that they had not expected to find in civilian life but were experiencing included problems with money and free time. Although all of the Veterans were employed, most of them were not satisfied with their pay rates. Some of them were fearful of imminent lay-off and most of them were trying to find a way to improve their employment situation.

Transition to Civilian Life. Many of them had found the transition from military life to civilian life difficult. They were unprepared for the economic and social realities they found at separation from active duty. In the area of employment, part of that difficulty was blamed on inadequate preparation while in the Active Forces. Some of them wanted instruction on how to apply the skills and experiences they had on Active duty to the civilian job market. These Veterans felt that employers did not value their military experience and that in some cases it was even held against them.

"... a lot of them won't accept you. They want the 8 years of college or 4 years of college, the degree and everything else. They don't want the experience you got in the service. They don't count that."

"They say, 'You're a Veteran. Too bad. Thank you for coming.'"

One of the group members suggested a revision of the Discharge Form (DD 214) so that it would include information similar to that found on a resume, such as the type of activity and actual experience gained in the service.

Other problems with transition from military life to civilian life were also encountered. The Veterans mentioned particular difficulty in relating to people who had not been in the service because of a lack of common experience.

"I know when I came back I felt like an outsider and my friends were all talking about what happened last month and remember when Joe Blow and John Henry did this. And you're sitting there going, 'Wow, I was sitting in the Pacific Ocean' ... and the only thing you had to relate to is something happening in the service, 'cause that's all you know."

4.3.3 How are their perceptions of the National Guard and Reserves different from Veterans with less time since separation?

Guard/Reserve Enlistment. Most of the Veterans had contemplated enlisting in the National Guard or Reserves since their separation from active duty. After separation they did receive literature and phone calls regarding enlisting in the Guard or Reserves. Many had discussed it with a recruiter. They had not considered joining the National Guard or Reserves while still on active duty and said that discussions with career counselors did not include discussion of the Guard/Reserve. Some of them said

career counselor emphasized how hard it would be on the outside without giving them any information on how to ease the transition. They did not report being told Guard/Reserve service could be a means to alleviate some of the difficulties they were to face in civilian life.

The moderator attempted to determine if the discussants felt that they were more likely to enlist right after separation or much later. The Veterans split into two groups. One group felt that the transition from the military to civilian life had been so difficult during the first six months that they would have been likely to enlist in the National Guard or Reserves in order to regain part of the military life. The other half said that they had resented the military infringement on their personal freedom so much that they would not have considered any form of military commitment. However, after the first year they were able to look at Guard/Reserve service differently and were more positive toward it.

Several reasons for considering enlistment in the National Guard or Reserves were evident. Chief among those reasons was the desire to continue performing in the military job classification they had while on active duty. Several of the Veterans had been able to obtain civil service jobs performing the same jobs they had while on active duty with what they said were better benefits and pay rates. Those Veterans who had been very satisfied with their military job had seriously considered joining the National Guard or Reserves and said they probably would have joined if they could have trusted guarantees that they would be able to work in that job classification.

4.3.4 What are their reasons for not joining the Guard/Reserve?

Perceived Lack of Quality. The major reason given for not joining the National Guard or Reserves was the perception that the Guard/Reserve officers, enlisted personnel, equipment and training

are all of inferior quality. This concern was directed most strongly at the personnel within the Guard/Reserve. Many of the participants said that the Guard/Reserve personnel who have not served on active duty don't know what they are doing and are generally incompetent.

Many of the Veterans were also concerned about being required to teach Reservists with higher ranks their jobs since Guard/Reserve training lacks the experience that the Veterans got on active duty.

"None of them know what they are doing. You're an E-4 and have to show them what to do, you know. So that isn't the way people should be performing."

Concerns about equipment were typified by one Veteran who had participated briefly in the Reserves as a truck driver but quit when the unit's one truck was consistently unavailable for him to drive.

Reduction of Personal Freedom. A second important reason for not joining the National Guard or Reserves was reduction of personal freedom. Many of the Veterans felt reluctant to have military supervisors who could give them orders. Others placed very high value on their weekends and did not want interferences with that time.

"I haven't worked a weekend since I was out of the military and every weekend I have to myself. I can leave town on weekends ... and I know if I was to go into the Reserves or National Guard, that would require one weekend a month with them and I just couldn't see myself doing that because I would probably be wanting to do something ..."

Family Considerations. Family considerations were not primary barriers to Guard/Reserve enlistment. In fact, the wives participating in the groups were supportive of participation in

the Guard/Reserve if "that's what he wants." However, the Veterans' wives participating in the groups, in general did not have small children while the Veterans' husbands did. Spouses and Veterans with children said they would not like the separation from their pre-school children that annual training would require.

The spouses' initial responses were supportive, but upon further probing some of them became less positive and some became more positive. It seemed that those who became less positive were the ones who had been with their spouses on active duty. Those who became more positive towards their spouse's enlistment in the Guard/Reserve were those who had not been married during active duty, and who were also less familiar with the benefits and costs of such service. (The group setting, in which the married couples participated together, could have produced artificially positive responses from spouses since they may not have wanted to disagree publicly with their partners. Focus groups composed only of wives of Veterans or only of husbands of Veterans may show less positive support for "whatever he wants.")

Potential Risks. Several of the Veterans did not like the risks they perceived to be a part of Guard/Reserve service.

"Like Baltimore had a riot back in '68, and I don't think I'd want to be one of those guys running like he says and some guy tells you to go down there and bust this guy's head, situation changes and they might be busting your head."

Many of the Veterans mentioned the potential risk of being involved in a war. Most of the Veterans expected that they would be called up for service in the event of a war since they had not completed their six year military service obligation. Several of them said that they preferred active service in wartime since the personnel in the Guard/Reserve, in their opinion, would not be prepared. One Veteran said that serving with the Reserves in wartime is a "sure way to die."

4.3.5 What incentives for enlisting in the Guard/Reserve are attractive to these Veterans and their spouses?

The moderator led each focus group in the discussion of some potential incentives for enlistment in the Guard/Reserve. Bonuses were considered to be good incentives, but the discussants felt they should be applicable to all job classifications, rather than only to those for which there is a specific need.

The moderator introduced the possibility of receiving low interest loans as an incentive for Guard/Reserve service. Most of the Veterans and their spouses indicated that they were likely to want credit for obtaining a car, additional education, or a home. However, they felt that loans would only be desirable if they had low interest rates and came directly from the government, since many of them had not established the credit to receive a commercial loan.

Many of the Veterans were favorable toward a program which would enable them to obtain additional rank in the National Guard or Reserves for skills they had obtained as civilians which went beyond their military training. One Veteran suggested,

"It should work both ways. (Colleges give credit for military service.) Like I'm taking the time, or anyone else is taking time to go back to college. If I go back in, and say I get my Associates degree and decide to go back in (the Reserves), they should give me ... I got E-4. I should be an E-5."

4.3.6 What changes in the Guard/Reserve do the Veterans and spouses suggest to make enlistment more desirable to them?

Although they were only slightly favorable toward the incentive programs discussed, the Veterans offered a number of suggestions for changes in the Guard/Reserve that would make them more likely to enlist. The most straightforward suggestion was to

increase the pay. Some of them were very positive about enlisting if they could be guaranteed the job that they wanted. They were also positive towards being able to complete drills in the evenings rather than on weekends. Several different programs of benefits for dependents were suggested. For example, one Veteran said,

"... they should give them food stamps or some kind of supplement for feeding the children for a few weeks or even the weekends for that matter, some kind of supplement for the family."

One group of Veterans elaborated on a suggestion that Veterans be allowed to have a trial enlistment that would consist of participating in two monthly drills in the unit they would join, doing the kinds of activities that they would engage in if they belonged to the unit. If they liked the activity and the unit they could enlist and be paid for the two drills they had already completed. If they did not like it, they had no obligation for further service but neither would they be paid.

Another Veteran suggested that a way to improve the quality of the Guard/Reserve was to have active duty personnel from the different branches of the military do training of the Guardsmen and Reservists.

"Take different men from different branches of active duty and send them to all the Reserves, send them for 6 months to the Reserves units, and train the people and teach them."

4.4 Concluding Remarks

The Veterans in each of the focus groups continued discussing the Guard/Reserve even after the moderator had thanked them and ended the formal discussions. Their remarks at this point best sum up their feelings about enlisting in the Guard/Reserves.

Veterans in each group were very concerned that their remarks be used in upgrading the quality of the Guard/Reserve, rather than in marketing it as the Guard/Reserve now exists. In this vein they resented advertising which they felt led to overly optimistic expectations.

"That's the biggest thing. I think it would help a lot if they were honest, and don't tell them it's the bed of roses. Tell them exactly what is what, so when a person goes in ... if you go into something knowing what to expect, you will have less of a negative attitude. So when you come out you will be more likely to join. But if you are told it will be a 9 to 5 job and rest of the time your own. Baloney."

The second major point is that their motivations for entering the military, and for considering joining the National Guard or Reserve do not center around ideas of personal gain or vocational advancement. As mentioned earlier, they feel these goals would be better met in the civilian world. They are motivated to perform valuable and personally fulfilling work in the service of their country. One Veteran put it this way:

"I think they ought to really push patriotism. After all, that's what people want to go in for in the first place. It's the number one reason. I never heard one thing about it. Never. Not at any time, going into the service, or ever. The only reason why I went in was because I wanted to serve my country. I wanted the benefits too but I didn't really have any other place to go or anything. The main reason is I love my country and I wanted to serve it. But I gave it a try and I couldn't do it again. I just couldn't do it again ... They want people to enlist. That's why they should do it."

Other changes which may be effective in enhancing the enlistment propensity of Veterans who have been separated from active duty over a year include:

- Considering needs of Guardsmen and Reservists with small children in planning training and drills,
- Providing opportunities to complete drills on weeknight evenings rather than weekends, and
- Addressing the problems of transition to civilian life and the role that Guard/Reserve service can play in alleviating them in recruitment literature.

5.0 IMPLICATIONS

5.1 Implications for Questionnaire Development

Analysis of the 1980 focus group discussions led to a number of hypotheses. These then were used to develop the quantitative items included in the tracking study questionnaire. Appendix C contains copies of the 1980 versions of the NPS and Veterans questionnaires. Items resulting from the focus group discussions are enclosed in boxes.

The remainder of this section contains brief descriptions of the major implications for questionnaire development from each market segment for which focus groups were conducted. Each issue is presented only once for the market segment for which it is most pertinent.

5.1.1 Older Non-Prior Service Personnel.

Employment. Many of the older NPS personnel said that participation in the National Guard or Reserve would hinder advancement in their jobs. Most of these individuals had been selected for participation in the focus groups because they had been trained and were employed in a technical field. It may be that such people are more concerned with advancement in their jobs and are more likely to feel that Guard/Reserve service would interfere with job advancement than are other NPS individuals. Therefore, in order to determine the relationship between job type and enlistment propensity, items which assessed the type of current or planned employment were included in the questionnaire.

Civilian-Acquired Skills. A civilian-acquired skills program may increase enlistment propensity if potential accessions believe they have the appropriate skills. However, the Older NPS personnel, in general, did not think they had skills which would make

them eligible for such a program. Separate items were included in the questionnaires to determine a) the type of individuals who feel that they have skills which would be valuable to the Guard/Reserve, and b) enlistment propensity under a civilian-acquired skills program.

Low Interest Loans. A potential low interest loan program discussed by the Older NPS focus group participants could increase accessions to the Guard/Reserve if it was either more attractive than existing programs or if it were attractive to a market segment different from that attracted by existing incentive programs. Therefore, Associates included a set of items which measured propensity to enlist under a low-interest loan program roughly cost equivalent to the cash bonus and education incentive programs evaluated in the tracking study questionnaire.

5.1.2 Recruiter Referral Individuals

Potential Draft and War. For many recruiter referral individuals, beliefs in the likelihood of a draft and war were barriers to Guard/Reserve enlistment. However, these beliefs may be a temporary reaction to the institution of the draft registration program the week of the focus groups. On the other hand, these beliefs may be the result of a broader reaction to the U.S. political situation. Thus, Associates included two types of questions on these issues. One set of questions measured participants' perceptions of the role of the Guard/Reserve during wartime in order to determine the amount of risk they attached to Guard/Reserve service. The second set of questions assessed respondents' beliefs about the likelihoods of a draft and a war.

5.1.3 Veterans and Spouses

Satisfaction with Military Job. Previous quantitative work has shown that Veterans' enlistment propensity can be predicted by their satisfaction with active duty. Satisfaction with active

-30-

duty is, in part, the result of satisfaction with the job performed while on active duty. Previous questionnaires assessed Veterans' satisfactions with their job classifications. However, many of the Veterans in this year's focus groups were satisfied with their job classification and with their job training, but were not satisfied with the job they actually spent most of their time doing while on active duty. Therefore, Associates included separate items to assess satisfaction with job classification, job training and the job performed while on active duty in order to obtain a better understanding of the specific aspects of satisfaction with active duty which influence Guard/Reserve enlistment propensity.

Spouses. Spouses tended to be supportive of Veterans' Guard/Reserve enlistment unless they had small children or had been with the Veteran while he or she was on active duty. This support may have resulted from a desire to be supportive of their spouses during the discussions rather than from a genuine support for Guard/Reserve service. In order to better estimate the influence of spouses, finance(e)s or steady friends on enlistment propensity two questions were asked. One question asked participants how they felt their spouse, fiancé(e) or steady friend would respond to their enlistment in the Guard/Reserve. The other question asked participants how positive they would be towards the enlistment of their spouse, fiancé(e) or steady friend. In addition, questions were included to determine if persons who are responsible for small children or whose spouses were with them during active duty (Veterans only).

Evening Drills. Veterans, like the older NPS personnel, were very concerned about their free time, especially free time on the weekends. Since weekend time was highly valued, an item was included which measured propensity to enlist in the Guard/Reserve if drills could be completed on evenings during the week rather than on weekends.

5.2 Additional Considerations

Several issues surfaced in each of the focus groups which deserve closer attention as they relate to the entire potential manpower pool. These issues are:

- Perceptions of the quality of personnel in the military,
- A potential draft and who should be drafted, and
- Comparison of the Guard/Reserve to civilian employment.

5.2.1 Perceptions of the Quality of Military Personnel.

Much attention had been paid by the media to problems of improper testing and the low level of new military accessions, in the months preceding the focus group discussions. Each focus group had members who were concerned about the quality of military personnel. Many of the older non-prior service participant said they did not want to join the Guard/Reserve because they did not want to be associated with incompetent people. Most of the recruiter referral individuals described acquaintances who had recently joined the military as being unable to obtain other work or entrance into educational programs. The Veterans said they were disadvantaged in the job market because potential employers discriminated against Veterans, and that they were treated as though they were incompetent when they returned to civilian life.

Continuous public attention to the problem of the low mental quality accessions is likely to increase its magnitude. Qualified potential recruits are likely to feel that they will be with a "bunch of losers" if they enlist. They, therefore, are less likely to enlist. Since these perceptions apply to the Guard/Reserve as well as to the Active Forces, the Guard/Reserve may have to rely upon meeting enlistment quotas with individuals who are less qualified. Emphasizing the positive aspects of Guard/Reserve personnel may reduce the negative stereotypes which are currently held by many potential Guard/Reserve recruits.

5.2.2 A Potential Draft and Who should be Drafted? Members of each focus group expected the reinstitution of draft registration to be followed by an actual draft and in general favored such a draft. However, members of each focus group also said that the appropriate group to be eligible for a draft did not include people like themselves. The older NPS individuals felt that younger NPS individuals should be drafted, ideally about a year after completion of high school. The recruiter referral individuals felt that the older NPS individuals should be drafted. Both types of groups had members who felt that unemployed persons and prisoners should be drafted.

Veterans suggested that feelings of personal responsibility to the nation should be emphasized. However, very few NPS individuals demonstrated a feeling of responsibility to serve their country. Their feelings about who should be drafted parallel their feelings about who should serve in the Guard/Reserve. In general, the NPS individuals felt that Guard/Reserve service would be good for someone else, but not for them. Expectations of a draft do not seem to increase enlistment propensity.

5.2.3 Comparison of Guard/Reserve Service to Civilian Employment. People in each of the focus groups tended to compare Guard/Reserve service unfavorably with civilian employment. They said the benefits of Guard/Reserve service were less attractive and the costs were higher than those of civilian employment. Comparisons between the pay rates for Guard/Reserve service and civilian employment were often made, even by those participants who said they did not know the Guard/Reserve pay rates.

The focus group discussions made it clear that for many individuals, Guard/Reserve service is viewed as a part-time job. As such, it is not competitive with civilian part-time and overtime employment opportunities. A repositioning of the Guard/Reserve which emphasizes the unique aspects of Guard/Reserve service and de-emphasizes aspects which make it appear similar to part-time employment may increase enlistment propensity.

APPENDICES

APPENDIX A

**Summaries of Prior Qualitative Work
Associated with the
Guard/Reserve Tracking Study**

A.0 SUMMARIES OF PRIOR QUALITATIVE WORK ASSOCIATED
WITH THE GUARD/RESERVE TRACKING STUDY

A.1 Overview

The present focus group research has evolved from the qualitative work performed during the 1978 and 1979 Tracking Study waves. To orient the reader to this qualitative research, brief summaries of the results of the 1978 and 1979 focus group studies are given below.

A.2 The 1978 Focus Group Research

Perceptions of the National Guard and Reserves

The 1978 focus group research¹⁾ studied Veterans, Current Guardsmen/Reservists, and NPS Individuals. Among the NPS Individuals, there was a general lack of awareness about the Guard/Reserve and few of these individuals bothered to read much of the literature they received. In addition, there was a general lack of discrimination among these people between the Guard/Reserve and the Active Military. However, people from career-military families tended to know more about the Guard/Reserve and the Active Military and generally had a more positive view of enlistment in each.

Training in the Guard/Reserve was viewed negatively by both NPS Individuals and Veterans. The educational benefits were looked upon favorably "if you wanted to trade away a big chunk of your life." College was seen as a more direct way of achieving a

1) A Working Report on the Focus Group Sessions for the Research "A Tracking Study Regarding Issues Related to Recruitment of Enlisted Personnel for the Reserve Components", Prepared for OSD (MRA&L) under Contract Number MDA903-78-C-0298, August, 1978.

career goal. The social benefits of joining were perceived as less appealing than the social benefits derived from alternative leisure time activities. Travel and excitement were mentioned by some people as positive social benefits. In general, the Guard/Reserve was seen as a place for "losers." Only a very small number felt that participation would lead to recognition and status by peers/community. However, it was suggested that military experience would look good on a resume. Veterans and NPS Individuals alike did not believe that the Guard/Reserve would offer challenging work.

Barriers to Enlistment

The majority of individuals did not want to commit themselves for six years. In addition, for those individuals who had full-time jobs or full-time educational commitments, the six months of active duty was a barrier which they considered insurmountable. Attending weekend duty and annual training was also seen as a problem to those people in retail trades and shift work who either usually work on weekends or earn a substantial portion of their incomes on the weekends. Many NPS individuals assumed that their companies would not give them two weeks off for summer camp and would require them to use their vacation time. However, they did not know what the company policy really was. Some participants noted that the military provided a good avenue for people who wanted to get ahead but had met roadblocks in the labor market. NPS Individuals did not perceive the Guard/Reserve as part-time employment.

Perceptions of Recruitment

The majority of the focus group participants had received recruiting literature in high school and agreed that there were too many mailings and that very few of the mailings were read completely. Recruiters were seen as pushy but unable to answer

one's questions. Friends, siblings and the peer group were major sources of information. Except in families where one of the parents was presently participating in the military, parents were not considered a major source of information.

A.2 The 1979 Focus Group Research

Consideration of the 1978 focus group data indicated some gaps in the understanding of the enlistment decision process. Specifically, there was a dearth of information on the decisions of personnel about to be separated from the Active Military -- an important group since they represent a potential source of already trained manpower and do, in fact, contribute heavily to the composition of the Guard/Reserve. The research therefore explored the process through which these individuals are introduced to the National Guard and Reserve components through career counselors. More information was also needed on the factors affecting the conversion of positive propensity to accession, including the delineation of the important social influencers. Finally, the 1978 Tracking Study indicated certain barriers to joining, particularly the individual's employment situation, which needed more thorough exploration from both the individual's and employer's perspective. The 1979 focus group research¹⁾ studied NPS Individuals, Recent Enlistees into the Guard/Reserve, ETS Personnel, and private sector Employers in order to obtain qualitative data on these issues. The results are summarized below.

Reasons for Joining the Guard/Reserve

Skill training and on-the-job experience coupled with the opportunity to gain additional education were the main reasons for

1) "A Tracking Study Regarding Issues Related to Recruitment of Enlisted Personnel for the Reserve Components: Working Report: Focus Group Sessions. Prepared for OSD (MRA&L) (MPP) under Contract Number MDA903-78-C-0491, January, 1980.

joining given by the NPS Individuals and Recent Enlistees. The opportunity to remain home and earn extra money while serving the country was the main reason given by ETS Personnel.

Intended Courses of Action After Separation and Related Concerns

Most ETS Personnel were ready to completely sever their relationship with the military. Participation in the Guard/Reserve was not seen as a way of providing life-style continuity in the transition from a totally military orientation to a totally civilian orientation. The majority of ETS Personnel reported planning to attend college immediately after separation or after an extended vacation. Several individuals were proceeding directly into civilian employment.

Factors which Mediate between Propensity and Accession

The job market and an individual's employment opportunities or lack thereof were cited as important mediators for the NPS Individuals. These factors, along with a dissatisfaction with present job, were also mentioned by the Recent Enlistees. The positive influence of family members, particularly those with prior military experience, also directly affected the enlistment decision.

An important mediating factor for the ETS Personnel was contact with Guard/Reserve counselors prior to separation. Many counselors were viewed as uninterested in communicating the facts about the Guard/Reserve or as simply relaying propaganda. Moreover, many ETS Personnel viewed Guard/Reserve promotion procedures and pay negatively.

Social Influencers Affecting the Enlistment Decision

For the NPS Individuals and Recent Enlistees, the most important social influencers tended to be people with prior military experience. These people tend to be: 1) friends or peers who exerted a negative influence for the NPS Individuals, and 2) family or relatives who exerted a positive influence for the Recent Enlistees.

For the ETS Personnel, it was clear that the feelings of in-service peers were most important and that many of those expressed negative attitudes toward further military participation. These negative feelings were related to distrust of the military organization and the lack of financial reward for participation.

Attitudes and Perceptions of Employers Toward Employee Participation in the Guard/Reserve

Guard/Reserve participation was not discouraged by employers. The degree of compensation for annual training periods varied from allowing additional time-off with pay to requiring an individual to use his/her vacation time.

The size of the company and position of the employee affected the ability to allow an employee to attend the 3 to 6 month basic training period. Generally, it is easier for a larger company to allow a lower-level employee to attend because manpower can be shifted to handle the absent employee's workload.

Military experience was seen by these employers as imparting maturity, responsibility, dependability, honesty, leadership, motivation, and training. Employers felt that longer notification times are needed to more smoothly reschedule available manpower.

APPENDIX B

Selection of Focus Group Participants

B.0 SELECTION OF PARTICIPANTS

Participants for the eight focus groups were recruited during July, 1980. Field services in each of the cities where focus groups were held were responsible for recruiting individuals in accordance to guidelines and criteria set by Associates. Specific requirements for participation differed for the Older NPS Personnel, Recruiter Referral Individuals and Veterans and Spouses groups. The requirements for each type of group are detailed below.

B.1 Older Non-Prior Service Individuals

A screening device was designed to guide the selection of Older NPS Individuals in households contacted by telephone. The screener probed for information concerning age, sex, education, employment status, marital status and prior military service.

Those individuals who were between the ages of 21 and 26, were high school graduates, and were currently employed were eligible to participate in the focus groups. Those individuals who were widowed, divorced or separated or who had prior or current military service were ineligible to participate in the groups.

Individuals were selected for participation in terms of the following quotas:

1. Approximately five to seven participants were male and three to five participants were female.
2. No more than four participants were graduates of a four-year college.

3. At least two of the four participants who were graduates of a four-year college had taken two or more technically-oriented courses in college.
4. Two of the participants who were high school graduates had received technical training in high school or had attended vocational school after high school.
5. Approximately half of the participants were married and the other half, single.

B.2 Recruiter Referral Individuals

A screening device was designed to guide the selection of Recruiter Referrals in households contacted by telephone. The screener probed for information concerning education, contact with recruiters from the Active Military, reasons for not joining the Active Military, and contact with a Guard/Reserve recruiter.

Those individuals who graduated from high school, visited with a recruiter from the Active Army or Air Force between November, 1979 and May, 1980, and did not join the Active Military were eligible to participate in the focus groups. These individuals who met with recruiters for both the Active Military and the Guard/Reserve, but met with the Guard/Reserve recruiter first, were ineligible to participate in the groups.

In addition to the above criteria, individuals were selected for participation in terms of the following quotas:

1. About half of the individuals visited with a Guard/Reserve recruiter after visiting with the Active Army or Air Force recruiter.

2. About half of the individuals did not visit with a Guard/Reserve recruiter subsequent to meeting with the recruiter from the Active Military.

The pool of names that was screened over the telephone for eligibility was obtained from the District Recruiting Command in Philadelphia and Indianapolis. Associates' personnel were given points of contact in the Army and Air Force District Recruiting Commands and these contact persons referred Associates to the appropriate recruiting stations.

Representatives of Associates visited the various recruiting stations and obtained lists of men and women who were May to June 1980 high school graduates who had visited a recruiter between November 1979 and May 1980. A constraint on the selection of individuals was introduced on the initial drawing of potentially eligible persons: Only those individuals who had appeared eligible for enlistment were included. Initially, the pool of names consisted only of individuals who had taken and passed the AFESS tests. However, since almost all of those individuals who took and passed the tests did join, the constraint was modified such that it was not necessary for the individual to have taken the tests. Instead, there had to be no negative comments on the individual's personal interview form.

E.3 Veterans and Spouses

Associates was not able to use new DMDC lists of potentially eligible Veterans in order to recruit individuals for these focus groups due to the time constraints involved in conducting the focus groups. Therefore, Associates screened individuals in public places (e.g., ballparks and shopping malls), generated a list of potential eligible Veterans from previously supplied DMDC lists, and contacted certain Veterans organizations for leads.

Two screening devices were designed: one for initially screening Veterans in public places and one for a telephone follow-up screening of those individuals meeting the criteria in the initial screening contact. The follow-up screening device was also used alone for calling Veterans whose names were obtained from other sources.

The detailed screening device probed for information concerning past and current Active Military service, Guard/Reserve participation, length of time since separation, branch of prior military service, marital status, employment, sex and race.

Those individuals who had served in the military, were not currently participating in the Guard/Reserve, were separated from military service between February 1978 and July 1979, and who were not members of the Coast Guard were eligible for participation in the focus groups. Unemployed Veterans were ineligible, unless the Veteran was female and her husband was employed.

In addition to the above criteria, individuals were selected for participation in terms of the following quotas:

1. About seven or eight of the participants were Veterans and about two or three of the participants were spouses of some of these Veterans.
2. Some of the Veterans were Black.

APPENDIX C

**NPS and Veterans Questionnaires
with New Items Resulting from Focus Group
Discussions Enclosed in Boxes**

ENLISTMENT STUDY — NPS SAMPLE

OMB #22-R0407

1. What is the last year of school or college you completed?

20-43 0

- 44- 1() Less than high school graduate
2() High school graduate
3() Vocational school/training after high school (PROBE)
4() One year of college
5() Two years of college
6() Three years of college
7() Four years of college
8() Post graduate work

2. Are you currently attending any type of school or college?

- 45- 1() Yes (#4 NEXT) 2() No

3. IF NO:

Are you planning to attend any type of school or college in the next year or so?

- 46- 1() Yes 2() No (#7a NEXT) 0() Not applicable

4. IF YES IN #2 OR #3:

What type of school are you attending/planning to attend?

- 47- 1() High school
2() Vocational training school after high school (#6a NEXT)
3() Two-year college (#6a NEXT)
4() Four-year college (#6a NEXT)
5() Graduate or professional school (#6a NEXT)
9() Don't know (#7a NEXT)
0() Not applicable

5a. IF HIGH SCHOOL:

Do you plan to go on to further schooling after high school?

- 48- 1() Yes 9() Don't know (#7a NEXT)
2() No (#7a NEXT) 0() Not applicable

5b. IF YES IN #5a:

Will that be:

- 49- 1() Vocational training, 2() A two-year college, or 3() A four-year college?] -#7a NEXT 9() Don't know 0() Not applicable] - #7a NEXT

6a. IF COLLEGE OR VOCATIONAL TRAINING IN #4:

How many courses are you taking/planning to take per semester?

- 50- 1() One 5() Five
2() Two 6() Six or more
3() Three 9() Don't know
4() Four 0() Not applicable

6b. Are you/will you be using/did you use any kind of financial assistance?

- 51- 1() Yes 9() Don't know
2() No 0() Not applicable

7a. Are you currently employed outside your home?

52- 1() Yes (#8 NEXT)

2() No

7b. IF NOT CURRENTLY EMPLOYED IN #7a:

Are you looking for work?

53- 1() Yes (#10 NEXT)

2() No (#10 NEXT)

0() Not applicable

8. Are you:

54- 1() Self-employed, or

0() Not applicable

2() Employed by someone else?

9a. How many hours a week do you regularly work?

55-

56-

IF 49 OR MORE, Q. 10 NEXT

9b. IF 48 OR FEWER HOURS:

Have you been looking for a second job or another way to increase your income?

57- 1() Yes

0() Not applicable

2() No (#10 NEXT)

9c. IF YES:

How difficult have you found it to obtain a second job or another way to increase your income? Has it been:

58- 1() Very difficult,

4() Very easy?

2() Somewhat difficult,

9() Don't know

3() Somewhat easy, or

0() Not applicable

10. Were you employed at this time last year?

59- 1() Yes

2() No

11. IF YES IN Q. 2: Which of these comes closest to what you are training for:

IF NO IN Q. 2, AND YES IN Q. 7a: Which of these comes closest to what you do:

IF NO IN Q. 2, AND NO IN Q. 7a: Which of these are you most likely to do in the future:

60- 01() Professional/technical,

09() Student

61- 02() Small business,

__ () Other

03() Sales,

WRITE IN

04() Clerk/typist/secretary,

14() Refused

05() Skilled crafts,

16() On welfare

06() Unskilled or manual,

17() Housewife

07() Service worker, or

99() Don't know

08() Farmer?

12. How do things look for the future? Do you think that, compared to now, you'll be:

62- 1() Much better off in a year or two,

4() Worse off in a year or two?

2() Somewhat better off,

9() Don't know

3() About the same, or

13. How difficult do you think it is for someone in your type of work to find a full-time job where you live? Is it:

63- 1() Very difficult,

9() Don't know

2() Somewhat difficult,

3() Somewhat easy, or

4() Very easy?

14. Now I'm going to read you a list of several things which young people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not?

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a. Working in a factory.....	1()	2()	3()	4()	9()-64
b. Working at a desk in a business office...	1()	2()	3()	4()	9()-65
c. Working as a salesperson.....	1()	2()	3()	4()	9()-66

FOR STATEMENTS d THROUGH i, START WITH
STARRED ITEM FIRST; ROTATE THRU REMAINDER.

d. Serving in the Army National Guard.....	1()	2()	3()	4()	9()-67
e. Serving in the Air National Guard.....	1()	2()	3()	4()	9()-68
f. Serving in the Army Reserve.....	1()	2()	3()	4()	9()-69
g. Serving in the Air Force Reserve.....	1()	2()	3()	4()	9()-70
h. Serving in the Marine Corps Reserve.....	1()	2()	3()	4()	9()-71
i. Serving in the Navy Reserve.....	1()	2()	3()	4()	9()-72

STATEMENT J IS ALWAYS ASKED LAST.

j. Serving in the Active Military.....	1()	2()	3()	4()	9()-73
--	------	------	------	------	---------

15. If you had to join the military today, would you be:

- 74- 1() Definitely more likely to join a National Guard or Reserve unit than the Active Forces,
2() Somewhat more likely to join a Guard or Reserve unit,
3() Somewhat less likely to join a Guard or Reserve unit, or
4() Definitely less likely to join a Guard or Reserve unit than the Active Forces?
9() Don't know

16. Have you ever:

- 75- a. Sent for recruiting literature from the
National Guard/Reserves?.....1() Yes 2() No
76- b. Sent for recruiting literature from the
Active Forces?.....1() Yes 2() No
77- c. Attended an open house for a National Guard/
Reserve unit in your area?.....1() Yes 2() No
78- d. Gone to a recruiting center to talk about
joining the Active Forces?.....1() Yes 2() No
79- e. Gone to a recruiting center to talk about
joining the National Guard/Reserves?.....1() Yes 2() No

80-1
1-4 DUP

17a. Have you ever talked with your parents, brothers, or sisters, spouse, friends, or employer about joining the military?

- 5- 1() Yes
2() No
3() Don't recall]-(#18 NEXT)

17b. IF YES IN #17a:

Was that with your:

Q. 17b
Yes No N/A

17c. FOR EACH "YES" IN Q. 17b, ASK:

Was your (NAME PERSON) mostly positive or mostly negative about your joining?

	Q. 17c				
	Positive	Negative	Mixed	N/A	
Mother.....() () 9().....	1()	2()	3()	8()	-6
Father.....() () 9().....	1()	2()	3()	8()	-7
Spouse, fiancé or steady friend.....() () 9().....	1()	2()	3()	8()	-8
Other friends.....() () 9().....	1()	2()	3()	8()	-9
Brothers or sisters.....() () 9().....	1()	2()	3()	8()	-10
Employer.....() () 9().....	1()	2()	3()	8()	-11

18. Do you think that, considering your skills and your interests, the National Guard/Reserve would offer you personally:

- 12- 1() A good choice of jobs and training programs,
2() Some choice of jobs and training, or
3() Little or no choice of jobs and training programs?
9() Don't know

19. Getting many jobs and training programs depends on test scores. Do you think you could pass the tests for the type of job or training program you would want if you were in the National Guard or Reserves?

- 13- 1() Yes 2() Not sure or Don't know 3() No

20. If you were to consider joining the National Guard or the Reserves, do you think you'd be looking for:

- 14- 1() A specific job or training program, 9() Don't know
2() Just to see what jobs are offered, or
3() For nothing in particular?

21a. Do you think some National Guard and Reserve units offer advanced rank and pay for certain skills people have learned in civilian life?

- 15- 1() Yes 2() Not sure or Don't know 3() No

21b. Do you think you have skills that the Guard/Reserve might be interested in?

- 16- 1() Yes 2() Not sure or Don't know 3() No

21c. How likely is it that you would enlist in the National Guard or the Reserves if you could receive advanced rank and pay for the skills you have learned in civilian life? Would you:

- 17- 1() Definitely enlist, 4() Definitely not enlist?
2() Probably enlist, 9() Don't know
3() Probably not enlist, or

22a. The current length of a military service obligation is six years. How likely would you be to enlist in the Guard/Reserve if you had to participate in drills for only 2 years — would you:

- | | | |
|-----|-------------------------|------------------------------|
| 18- | 1() Definitely enlist, | 3() Probably not enlist, or |
| | 2() Probably enlist, | 4() Definitely not enlist? |
| | | 9() Don't know |

22b. How many total days of participating in drills and training do you think members of the National Guard and Reserves have now, each year, once their basic training is completed?

21- _____ WRITE IN

22c. How much money do you think someone beginning service in the Guard/Reserve makes, for each hour of drill?

23- _____ WRITE IN

24-

25-

22d. Currently, members of the Guard/Reserve drill one full weekend each month. How likely would you be to enlist in the Guard/Reserve if you could complete the required drills one evening a week, instead of on weekends? Would you:

- | | | |
|-----|------------------------------|-----------------------------|
| 26- | 1() Definitely enlist, | 4() Definitely not enlist? |
| | 2() Probably enlist, | 9() Don't know |
| | 3() Probably not enlist, or | |

23. Do you think it would help you in a civilian job if you were to be a member of the National Guard or the Reserves?

- | | | | |
|-----|----------|---------|-----------------|
| 27- | 1() Yes | 2() No | 9() Don't know |
|-----|----------|---------|-----------------|

24. Do you think an employer would hold a job for someone who was away in active duty training with the National Guard or the Reserves for 3 to 6 months?

- | | | | |
|-----|----------|---------|-----------------|
| 28- | 1() Yes | 2() No | 9() Don't know |
|-----|----------|---------|-----------------|

25. If an employer did hold a position open, would the employee lose his or her seniority from a company during the training period for the National Guard or the Reserves?

- | | | | |
|-----|----------|---------|-----------------|
| 29- | 1() Yes | 2() No | 9() Don't know |
|-----|----------|---------|-----------------|

IF RESPONDENT IS NOT EMPLOYED (Q. 7a, PAGE 2) OR IS SELF-EMPLOYED (Q. 8, PAGE 2), SKIP TO Q. 27.

26a. Does your company have a specific policy about National Guard or Reserves participation?

- | | | |
|-----|----------|---------------------|
| 30- | 1() Yes | 9() Don't know |
| | 2() No | 0() Not applicable |

26b. With respect to Guard/Reserve participation, would you say the company is:

- | | | |
|-----|------------------|---------------------|
| 31- | 1() Positive, | 9() Don't know |
| | 2() Neutral, or | 0() Not applicable |
| | 3() Negative? | |

26c. Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked with you?

- | | | |
|-----|--------------------|----------------------------|
| 32- | 1() Yes | 9() Don't know (#27 NEXT) |
| | 2() No (#27 NEXT) | 0() Not applicable |

26d. IF YES IN Q. 26c:

Would you say your supervisor was:

- | | | |
|------|------------------|---------------------|
| 33-- | 1() Positive | 9() Don't know |
| | 2() Neutral, or | 0() Not applicable |
| | 3() Negative? | |

27. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

34-1	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
35- a. A \$2,000 bonus for joining.....	1()	2()	3()	4()	9()
36- b. A \$2,500 bonus for joining.....	1()	2()	3()	4()	9()
37- c. A \$3,000 bonus for joining.....	1()	2()	3()	4()	9()

28. Now I'm going to read you a list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. READ LIST.

	AGREE		Neither	DISAGREE	
	Strongly	Somewhat		Somewhat	Strongly
a. People look up to a person in the uniform of the National Guard or Reserves.....	1()	2()	3()	4()	5()-38
b. The Guard/Reserve are well-trained.....	1()	2()	3()	4()	5()-39
c. Our country is too militaristic.....	1()	2()	3()	4()	5()-40
d. The Guard/Reserve have good, up-to-date equipment.....	1()	2()	3()	4()	5()-41
e. It's important for our country to be able to use military force in its relations with other countries.....	1()	2()	3()	4()	5()-42
f. I would be proud to be a member of the National Guard or Reserves.....	1()	2()	3()	4()	5()-43
g. The Active Forces are well-trained.....	1()	2()	3()	4()	5()-44
h. I like to become involved in projects in my community.....	1()	2()	3()	4()	5()-45
i. The National Guard and the Reserves are highly respected in my community.....	1()	2()	3()	4()	5()-46
j. The Active Forces have good, up-to-date equipment.....	1()	2()	3()	4()	5()-47
k. In my spare time I prefer doing things with others rather than being by myself.....	1()	2()	3()	4()	5()-48
l. A nation should always be ready to fight.....	1()	2()	3()	4()	5()-49
m. I like to belong to organizations or groups which help me find more interesting things to do than being on my own.....	1()	2()	3()	4()	5()-50
n. It is unnecessary for us to spend billions and billions of dollars each year for military preparations.....	1()	2()	3()	4()	5()-51

29. When you have a chance to do whatever you want, what sorts of activities do you like? As I read each of these activities, tell me if it is something you like very much, something you like a little bit, something you don't particularly care about one way or the other, or something you dislike altogether. READ LIST.

	<u>LIKE</u>		<u>Don't</u>		<u>DK/ Never Tried</u>
	<u>Very Much</u>	<u>A Little</u>	<u>Particularly Care About</u>	<u>Dislike</u>	
a. Reading about medicine.....	1()	2()	3()	4()	9()-52
b. Fishing.....	1()	2()	3()	4()	9()-53
c. Shooting the breeze with friends.....	1()	2()	3()	4()	9()-54
d. Working for a political or social cause.....	1()	2()	3()	4()	9()-55
e. Reading about foreign countries.....	1()	2()	3()	4()	9()-56
f. Going to a movie.....	1()	2()	3()	4()	9()-57
g. Studying the stock market.....	1()	2()	3()	4()	9()-58
h. Visiting friends.....	1()	2()	3()	4()	9()-59
i. Reading a novel.....	1()	2()	3()	4()	9()-60
j. Camping out.....	1()	2()	3()	4()	9()-61
k. Dining out.....	1()	2()	3()	4()	9()-62
l. Hunting.....	1()	2()	3()	4()	9()-63
m. Fixing up a car or motorcycle.....	1()	2()	3()	4()	9()-64

30. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or are very unlikely to do. READ LIST.

	<u>LIKELY</u>		<u>Might or Might Not</u>	<u>UNLIKELY</u>		<u>Don't Know</u>
	<u>Very</u>	<u>Somewhat</u>		<u>Somewhat</u>	<u>Very</u>	
a. Send for literature about the military forces.....	1()	2()	3()	4()	5()	9()-65
b. Talk to a recruiter for one of the military services.....	1()	2()	3()	4()	5()	9()-66
c. Look for a job, or look to change jobs.....	1()	2()	3()	4()	5()	9()-67
d. Take a physical or written test for military service.....	1()	2()	3()	4()	5()	9()-68
e. Look for a way to change the routine in your life.....	1()	2()	3()	4()	5()	9()-69
f. Look for a way to make some extra money in your spare time.....	1()	2()	3()	4()	5()	9()-70

31. Please tell me if you would be more likely to achieve your life goals if you enlisted in the National Guard or Reserves — or, by some other part-time job or activity. Would the National Guard or Reserves be:

- 71- 1() Much more likely to enable you to achieve your life goals,
2() Somewhat more likely to enable you to do this,
3() Somewhat less likely to enable you to do this, or
4() Much less likely to enable you to achieve your life goals than some
other part-time job or activity?
9() Don't know

32. People give various reasons for wanting to do things. As I read each of the following, please tell me how important or unimportant that reason would be to you personally for deciding to do something -- would it be very important, somewhat important, neither important nor unimportant, somewhat unimportant, or very unimportant to you personally? READ LIST.

	IMPORTANT		Neither	UNIMPORTANT		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Being able to use my time as I please.....1()	2()	3()	4()	5()	9()	-72
b. Being liked by other people.....1()	2()	3()	4()	5()	9()	-73
c. Having a bit more money than I have now...1()	2()	3()	4()	5()	9()	-74
d. Having a good time.....1()	2()	3()	4()	5()	9()	-75

33. Now, as I read these four items one more time, please tell me how likely you would be to accomplish each if you enlisted in the National Guard or Reserves. Would you be very likely to accomplish it, somewhat likely to accomplish it, somewhat unlikely to accomplish it, or very unlikely to accomplish it? READ LIST.

	<u>LIKELY</u>		<u>UNLIKELY</u>		<u>Don't</u>
	<u>Very</u>	<u>Somewhat</u>	<u>Somewhat</u>	<u>Very</u>	<u>Know</u>
a. Being able to use my time as I please.....	1()	2()	3()	4()	9()-76
b. Being liked by other people.....	1()	2()	3()	4()	9()-77
c. Having a bit more money than I have now.....	1()	2()	3()	4()	9()-78
d. Having a good time.....	1()	2()	3()	4()	9()-79

34. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to occur? As I read each statement, please tell me if it would be very likely to exist or occur, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to exist or occur: READ LIST.

80-2
1-4 DUP

	LIKELY			UNLIKELY		Don't
	Very	Somewhat	Neither	Somewhat	Very	Know
a. Getting a chance to travel.....	1()	2()	3()	4()	5()	9() -5
b. Having a chance to show your abilities....	1()	2()	3()	4()	5()	9() -6
c. Having military supervisors who would hassle or harrass you.....	1()	2()	3()	4()	5()	9() -7
d. Taking too much time away from your personal and social activities.....	1()	2()	3()	4()	5()	9() -8
e. Learning self-discipline.....	1()	2()	3()	4()	5()	9() -9
f. Having to follow routine for the mere sake of the routine.....	1()	2()	3()	4()	5()	9() -10
g. Being called to active duty in case of war.....	1()	2()	3()	4()	5()	9() -11
h. Having to take orders from someone who does not know as much as you do.....	1()	2()	3()	4()	5()	9() -12
i. Taking too much time away from your family during drills.....	1()	2()	3()	4()	5()	9() -13
j. Being called to active duty in case of civil disturbances or riots.....	1()	2()	3()	4()	5()	9() -14
k. Losing a chance for educational progress..	1()	2()	3()	4()	5()	9() -15
l. Being able to earn extra money.....	1()	2()	3()	4()	5()	9() -16
m. Being in combat during a disturbance or a war.....	1()	2()	3()	4()	5()	9() -17
n. Losing a chance to progress toward a solid job and job security.....	1()	2()	3()	4()	5()	9() -18
o. Not having much spare time.....	1()	2()	3()	4()	5()	9() -19

35a. There is now a law requiring all men to register for the draft when they are 18 years old. How do you personally feel about such a requirement, which means only that young men have to register, but there will be no draft unless there is a national emergency? Are you:

- | | | |
|-----|------------------------------------|---------------------------|
| 20- | 1() Strongly in favor, | 4() Somewhat opposed, or |
| | 2() Somewhat in favor, | 5() Strongly opposed? |
| | 3() Neither in favor nor opposed, | 9() Don't know |

35b. How would you feel if the requirement applied not only to men at age 18, but also to women? If the requirement were that all young people are required to register but there will be no draft unless there is a national emergency, would you be:

- | | | |
|-----|------------------------------------|---------------------------|
| 21- | 1() Strongly in favor, | 4() Somewhat opposed, or |
| | 2() Somewhat in favor, | 5() Strongly opposed? |
| | 3() Neither in favor nor opposed, | 9() Don't know |

35c. Suppose there is an actual draft, and you are eligible. Would you:

- 22- 1() Enlist in the Active Forces,
2() Enlist in a National Guard or Reserve unit, or
3() Take your chances on not being drafted?
() Other _____

WRITE IN

- 9() Don't know

36. How would you feel if draft registration were put together with a requirement that all young people would have to participate in some sort of national service? If some people could choose to join some community service organization, such as Vista or the Peace Corps, and those who wanted could choose the military forces, how would you react to the requirement? Would you be:

- | | | |
|-----|------------------------------------|---------------------------|
| 23- | 1() Strongly in favor, | 4() Somewhat opposed, or |
| | 2() Somewhat in favor, | 5() Strongly opposed? |
| | 3() Neither in favor nor opposed, | 9() Don't know |

37. Now I'm going to read you one last list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. READ LIST.

	AGREE		Neither	DISAGREE		Don't Know
	Strongly	Somewhat		Somewhat	Strongly	
a. I feel ready to settle down.....1()		2()	3()	4()	5()	9()-24
b. My family sometimes doesn't understand my style of life.....1()		2()	3()	4()	5()	9()-25
c. The National Guard is needed to help in floods and other such disasters.....1()		2()	3()	4()	5()	9()-26
d. Employers value people who have had military training.....1()		2()	3()	4()	5()	9()-27
e. There are too many choices a young person has to make in today's world.....1()		2()	3()	4()	5()	9()-28
f. The military life is a good influence on most young people...1()		2()	3()	4()	5()	9()-29
g. There are very few jobs really worth doing.....1()		2()	3()	4()	5()	9()-30
h. The Reserves are needed to serve in combat roles during a military conflict.....1()		2()	3()	4()	5()	9()-31
i. The National Guard is needed to maintain order in times of civil disturbances and riots....1()		2()	3()	4()	5()	9()-32

38a. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

33-2

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	

34-	a. Tuition assistance of \$1,000 per year, for up to 4 years.....1()	2()	3()	4()	9()
35-	b. Tuition assistance of \$1,500 per year, for up to 4 years.....1()	2()	3()	4()	9()
36-	c. Tuition assistance of \$2,000 per year, for up to 4 years.....1()	2()	3()	4()	9()

38b. How likely would you be to enlist in the Guard/Reserve if you were to become eligible for (NAME ITEM) — if you could become eligible for such a loan, would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

37-3

ENLIST		NOT ENLIST		Don't Know
Definitely	Probably	Probably	Definitely	

- | | | | | | | |
|-----|--|------|------|------|------|------|
| 38- | a. A low interest loan for joining, direct from the government, of up to \$6,000..... | 1() | 2() | 3() | 4() | 9() |
| 39- | b. A low interest loan for joining, direct from the government, of up to \$8,000..... | 1() | 2() | 3() | 4() | 9() |
| 40- | c. A low interest loan for joining, direct from the government, of up to \$10,000..... | 1() | 2() | 3() | 4() | 9() |

39a. Would you say that military danger from other countries to the United States right now is:

- | | | |
|-----|---------------------|-----------------------|
| 41- | 1() Very high, | 3() Somewhat low, or |
| | 2() Somewhat high. | 4() Very low? |
| | | 9() Don't know |

39b. Would you say that the likelihood of a draft of men between the ages of 18 and 20 within the next year is:

- | | | |
|-----|-----------------------|-----------------|
| 42- | 1() Very high, | 4() Very low? |
| | 2() Somewhat high, | 9() Don't know |
| | 3() Somewhat low, or | |

39c. Would you say that the likelihood of a military conflict involving the United States within the next year is:

- | | | |
|-----|-----------------------|-----------------|
| 43- | 1() Very high, | 4() Very low? |
| | 2() Somewhat high, | 9() Don't know |
| | 3() Somewhat low, or | |

40. And now a few questions for classification purposes. Are you living with your parents?

- | | | |
|-----|----------|---------|
| 44- | 1() Yes | 2() No |
|-----|----------|---------|

41a. Are you:

- | | | |
|-----|--------------------------|--|
| 45- | 1() Married, | 3() Widowed, divorced, or (#41c NEXT) |
| | 2() Single, (#41c NEXT) | 4() Separated? (#42 NEXT) |

41b. IF MARRIED:

Is your spouse working?

- | | | | |
|-----|---------------------|--------------------|---------------------|
| 46- | 1() Yes (#42 NEXT) | 2() No (#42 NEXT) | 0() Not applicable |
|-----|---------------------|--------------------|---------------------|

41c. IF SINGLE, WIDOWED, OR DIVORCED IN Q. 41a:

Are you planning to get married in the next 12 months?

- | | | |
|-----|----------|---------------------|
| 47- | 1() Yes | 9() Don't know |
| | 2() No | 0() Not applicable |

42. Do you own your own home?

48- 1() Yes

2() No

43. What was the last grade of school or college your father completed?

49- 1() Less than high school graduate

2() High school graduate

3() Vocational/training school after high school (PROBE)

4() Some college

5() College graduate or more

9() Don't know

44. During most of your first ten years of life, did you live:

50- 1() On a farm,

9() No one place

2() In a town,

3() In a suburb, or

4() In a city?

45a. Have any close relatives served in the military?

51- 1() Yes

2() No

9() Don't know] #46 NEXT

45b. IF YES:

Who was that? CHECK ALL MENTIONED

52- 1() Father

5() Sister

53- 2() Mother

6() Spouse

3() Uncle or aunt

7() Cousin

4() Brother

() Other _____

WRITE IN

0() Not applicable

45c. IF YES IN Q. 45a:

Have any of these been career military personnel?

54- 1() Yes

9() Don't know (#46 NEXT)

2() No (#46 NEXT)

0() Not applicable

45d. IF YES:

Who was that? CHECK ALL MENTIONED.

55- 1() Father

5() Sister

56- 2() Mother

6() Spouse

3() Uncle or aunt

7() Cousin

4() Brother

() Other _____

WRITE IN

0() Not applicable

46. What was the last grade of school or college your mother completed?

57- 1() Less than high school graduate

2() High school graduate

3() Vocational/training school after high school (PROBE)

4() Some college

5() College graduate or more

9() Don't know

47a. Not including yourself, how many dependents do you have?

- | | | |
|-----|----------------------|-------------------|
| 58- | 1() None (#48 NEXT) | 4() Three |
| | 2() One | 5() Four |
| | 3() Two | 6() Five or more |

47b. IF ANY IN Q. 47a:

Are you the major caretaker for any children below the age of eighteen?

- | | | |
|-----|----------|---------------------|
| 59- | 1() Yes | 2() No (#48 NEXT) |
| | | 0() Not applicable |

47c. IF YES IN Q. 47b:

Are any of these less than six years old?

- | | | |
|-----|----------|---------------------|
| 60- | 1() Yes | 2() No |
| | | 0() Not applicable |

48. During your high school years, would you say you were an:

- | | | |
|-----|-----------------|--------------------|
| 61- | 1() A student, | 4() D student, or |
| | 2() B student, | 5() F student? |
| | 3() C student, | 9() Don't know |

49. How many brothers and sisters do you have?

- | | | |
|-----|------------|------------------|
| 62- | 1() One | 5() Five |
| | 2() Two | 6() Six or more |
| | 3() Three | 0() None |
| | 4() Four | |

50. I'd like you to think of your two best male friends and your two best female friends. (PAUSE) Have any of them joined the military or talked recently about going into the Active Military or the National Guard or Reserves?

- | | | |
|-----|----------|---------|
| 63- | 1() Yes | 2() No |
|-----|----------|---------|

51a. Now I'd like you to think about what people who are closest to you might think if you were to join the National Guard or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard or the Reserves?

- | | | |
|-----|-------------------------------------|--------------------------|
| 64- | 1() Very pleased | 4() Somewhat displeased |
| | 2() Somewhat pleased | 5() Very displeased |
| | 3() Neither pleased nor displeased | 9() Don't know |

51b. I'd also like to ask specifically about the reactions of your spouse, fiance(e), or a steady friend. Do you think that, if you were to enlist in the National Guard or the Reserves, he/she would be:

- | | | |
|-----|--------------------------------------|------------------------------|
| 65- | 1() Very pleased, | 4() Somewhat displeased, or |
| | 2() Somewhat pleased, | 5() Very displeased? |
| | 3() Neither pleased nor displeased, | 9() Don't know |

51c. And how about your own reaction if he/she were to enlist in the Guard/Reserves? Would you be:

- | | | |
|-----|--------------------------------------|------------------------------|
| 66- | 1() Very pleased, | 4() Somewhat displeased, or |
| | 2() Somewhat pleased, | 5() Very displeased? |
| | 3() Neither pleased nor displeased, | 9() Don't know |

52. And just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

- 67- 1() Hispanic, () Other _____
2() American Indian or Alaskan Native, WRITE IN
3() Black, not of Hispanic origin, 9() Refused
4() Asian or Pacific Islander, or
5() White, not of Hispanic origin?

INTERVIEWER: _____ (#) DATE _____

68- _____
69- _____
70- _____

71- _____
72- _____
73- _____
74- _____

75-79 0
80-3

SAMPLE SEGMENT _____

1-4 DUP

RESPONDENT _____

5-30

ADDRESS _____

31 32 33 34 35 36-50

CITY _____

51-62

STATE _____ ZIP _____

63- 64- 65 66 67 68 69

PHONE (70 71 72) 73 74 75 - 76 77 78 79

80-4

ENLISTMENT STUDY -- VETERANS SAMPLE

OMB #22-RO407

1a. How old are you? _____

42-

WRITE IN

43-

1b. What is the last year of school or college you completed?

44-

1() Less than high school graduate

2() High school graduate

3() Vocational school/training after high school (PROBE)

4() One year of college

5() Two years of college

6() Three years of college

7() Four years of college

8() Post graduate work

2. Are you currently attending any type of school or college?

45-

1() Yes (#4 NEXT)

2() No

3. IF NO:

Are you planning to attend any type of school or college in the next year or so?

46-

1() Yes

2() No (#7a NEXT)

0() Not applicable

4. IF YES IN #2 OR #3:

What type of school are you attending/planning to attend?

47-

1() High school

2() Vocational training school after high school (#6a NEXT)

3() Two-year college (#6a NEXT)

4() Four-year college (#6a NEXT)

5() Graduate or professional school (#6a NEXT)

9() Don't know (#7a NEXT)

0() Not applicable

5a. IF HIGH SCHOOL:

Do you plan to go on to further schooling after high school?

48-

1() Yes

2() No (#7a NEXT)

9() Don't know (#7a NEXT)

0() Not applicable

5b. IF YES IN #5a:

Will that be:

49-

1() Vocational training,

2() A two-year college, or] - #7a NEXT

3() A four-year college?] - #7a NEXT

9() Don't know

0() Not applicable

6a. IF COLLEGE OR VOCATIONAL TRAINING IN #4:

How many courses are you taking/planning to take per semester?

50-

1() One

2() Two

3() Three

4() Four

5() Five

6() Six or more

9() Don't know

0() Not applicable

6b. Are you/will you be using/did you use any kind of financial assistance?

51-

1() Yes

2() No

9() Don't know

0() Not applicable

7a. Are you currently employed outside your home?

52- 1() Yes (#8 NEXT)

2() No

7b. IF NOT CURRENTLY EMPLOYED IN #7a:
Are you looking for work?

53- 1() Yes (#10 NEXT)

2() No (#10 NEXT)

0() Not applicable

8. Are you:

54- 1() Self-employed, or
2() Employed by someone else?

0() Not applicable

9a. How many hours a week do you regularly work?

55-

IF 49 OR MORE, Q. 10 NEXT

9b. IF 48 OR FEWER HOURS:

Have you been looking for a second job or another way to increase your income?

57- 1() Yes

0() Not applicable

2() No (#10 NEXT)

9c. IF YES:

How difficult have you found it to obtain a second job or another way to increase your income? Has it been:

58- 1() Very difficult,

4() Very easy?

2() Somewhat difficult,

9() Don't know

3() Somewhat easy, or

0() Not applicable

10. Were you employed at this time last year?

59- 1() Yes

2() No

11. IF YES IN Q. 2: Which of these comes closest to what you are training for:

IF NO IN Q. 2, AND YES IN Q. 7a: Which of these comes closest to what you do:

IF NO IN Q. 2, AND NO IN Q. 7a: Which of these are you most likely to do in the future:

60- 01() Professional/technical,

09() Student

61- 02() Small business,

____() Other

03() Sales,

WRITE IN

04() Clerk/typist/secretary,

14() Refused

05() Skilled crafts,

16() On welfare

06() Unskilled or manual,

17() Housewife

07() Service worker, or

99() Don't know

08() Farmer?

12. How do things look for the future? Do you think that, compared to now, you'll be:

62- 1() Much better off in a year or two,

4() Worse off in a year or two?

2() Somewhat better off,

9() Don't know

3() About the same, or

13. How difficult do you think it is for someone in your type of work to find a full-time job where you live? Is it:

63- 1() Very difficult,

9() Don't know

2() Somewhat difficult,

3() Somewhat easy, or

4() Very easy?

14. Now I'm going to read you a list of several things which young people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not?

	Definitely	Probably	Probably Not	Definitely Not	DK/Not Sure
a. Working in a factory.....1()	2()	3()	4()	9()-64	
b. Working at a desk in a business office...1()	2()	3()	4()	9()-65	
c. Working as a salesperson.....1()	2()	3()	4()	9()-66	

FOR STATEMENTS d THROUGH i, START WITH
STARRED ITEM FIRST; ROTATE THRU REMAINDER.

d. Serving in the Army National Guard.....1()	2()	3()	4()	9()-67
e. Serving in the Air National Guard.....1()	2()	3()	4()	9()-68
f. Serving in the Army Reserve.....1()	2()	3()	4()	9()-69
g. Serving in the Air Force Reserve.....1()	2()	3()	4()	9()-70
h. Serving in the Marine Corps Reserve.....1()	2()	3()	4()	9()-71
i. Serving in the Navy Reserve.....1()	2()	3()	4()	9()-72

STATEMENT J IS ALWAYS ASKED LAST.

j. Serving in the Active Military.....1()	2()	3()	4()	9()-73
--	------	------	------	---------

15. If you had to join the military today, would you be:

- 74- 1() Definitely more likely to join a National Guard or Reserve unit than the Active Forces,
2() Somewhat more likely to join a Guard or Reserve unit,
3() Somewhat less likely to join a Guard or Reserve unit, or
4() Definitely less likely to join a Guard or Reserve unit than the Active Forces?
9() Don't know

16. Since you were separated from active service, have you:

- 75- a. Attended an open house for a National Guard/
Reserve unit in your area?.....1() Yes 2() No
76- b. Gone to a recruiting center to talk about
joining the National Guard/Reserves?.....1() Yes 2() No

17. I'd like to change the topic now. I notice that you were in the (NAME SERVICE FROM: SCREENER). Overall, how satisfied were you with the time you spent in the (NAME SERVICE) — were you:

- 77- 1() Very satisfied, 4() Somewhat dissatisfied, or
2() Somewhat satisfied, 5() Very dissatisfied with the service?
3() Neither satisfied nor 9() Don't know
dissatisfied

18a. Were you trained in the MOS or specialty or AFSC you wanted when you joined the service?

- 78- 1() Yes 2() No

18b. Were you assigned to a job that used the MOS skills you were trained in?

- 79- 1() Yes 2() No

18a. Regardless of your assignment, do you feel the work you did used your MOS skills:

- | | | |
|----|-------------------------------|----------------------------------|
| 5- | 1() All or most of the time, | 4() Very little of the time, or |
| | 2() About half the time, | 5() Never? |
| | 3() Only some of the time, | 9() Don't know |

18b. Overall, how satisfied were you with your MOS or specialty or AFSC -- were you.

- | | | |
|----|---|---------------------------------|
| 6- | 1() Very satisfied, | 4() Somewhat dissatisfied, or |
| | 2() Somewhat satisfied, | 5() Very dissatisfied with it? |
| | 3() Neither satisfied nor
dissatisfied, | 9() Don't know |

19a. How satisfied were you with the pay grade or rank you held when you were separated:

- | | | |
|----|---|--|
| 7- | 1() Very satisfied, | 4() Somewhat dissatisfied, or |
| | 2() Somewhat satisfied, | 5() Very dissatisfied with the pay
grade you held? |
| | 3() Neither satisfied nor
dissatisfied, | 9() Don't know |

19b. How satisfied were you with the promotion policies of your service:

- | | | |
|----|---|--|
| 8- | 1() Very satisfied, | 4() Somewhat dissatisfied, or |
| | 2() Somewhat satisfied, | 5() Very dissatisfied with those
promotion policies? |
| | 3() Neither satisfied nor
dissatisfied, | 9() Don't know |

20a. Do you remember discussing the Guard/Reserve with a career counselor before you left the service?

- | | | | |
|----|----------|---------------|--------------|
| 9- | 1() Yes | 2() No | } (#21 NEXT) |
| | | 9() Not sure | |

20b. IF YES:

About how long before you left the service was your first contact with him/her?

- 10-
- | |
|--|
| 1() Last week or two |
| 2() Last three months, but not last week or two |
| 3() Four to six months |
| 4() Seven to nine months |
| 5() Ten to 12 months |
| 6() A year to a year and a half |
| 7() More than a year and a half |
| 9() Don't know |
| 0() Not applicable |

20c. Do you feel that your discussions with career counselors were helpful to you?

- | | | |
|-----|----------|---------------------|
| 11- | 1() Yes | 9() Don't know |
| | 2() No | 0() Not applicable |

21. How useful has your experience in the service been since your return to civilian life? Would you say it has been:

- | | | |
|-----|--------------------------|-----------------|
| 12- | 1() Very useful, | 9() Don't know |
| | 2() Somewhat useful, | |
| | 3() Slightly useful, or | |
| | 4() Not at all useful? | |

22. Have you done any of the following things since you left the service? READ LIST.

- | | |
|---|-------------|
| a. Gone back to school.....1() Yes | 2() No -13 |
| b. Gotten married.....1() Yes | 2() No -14 |
| c. Applied for a mortgage.....1() Yes | 2() No -15 |
| d. Bought a home.....1() Yes | 2() No -16 |
| e. Had a child.....1() Yes | 2() No -17 |
| f. Applied for a loan, other than a mortgage.....1() Yes | 2() No -18 |
| g. Taken out a loan, other than a home mortgage loan.....1() Yes | 2() No -19 |
| h. Gotten divorced or separated.....1() Yes | 2() No -20 |

23. On the whole, how satisfied have you been with civilian life since you left the service? Would you say you are:

- | | |
|--|--------------------------------|
| 21- 1() Very satisfied, | 4() Somewhat dissatisfied, or |
| 2() Somewhat satisfied, | 5() Very dissatisfied? |
| 3() Neither satisfied nor dissatisfied, | 9() Don't know |

24. Do you think that, considering your skills and your interests, the National Guard/Reserve would offer you personally:

- 22- 1() A good choice of jobs and training programs,
 2() Some choice of jobs and training, or
 3() Little or no choice of jobs and training programs?
 9() Don't know

25a. The current length of a military service obligation is six years. How likely would you be to enlist in the Guard/Reserve if you had to participate in drills for only 2 years — would you:

- | | |
|-----------------------------|------------------------------|
| 23- 1() Definitely enlist, | 3() Probably not enlist, or |
| 2() Probably enlist, | 4() Definitely not enlist? |
| | 9() Don't know |

25b. How many total days of participating in drills and training do you think members of the National Guard and Reserves have now, each year, once their basic training is completed? _____

24-
 25-
 26-

WRITE IN

25c. Currently, members of the Guard/Reserve drill one full weekend each month. How likely would you be to enlist in the Guard/Reserve if you could complete the required drills one evening a week, instead of on weekends? Would you:

- | | |
|------------------------------|-----------------------------|
| 27- 1() Definitely enlist, | 4() Definitely not enlist? |
| 2() Probably enlist, | 9() Don't know |
| 3() Probably not enlist, or | |

26. Do you think it would help you in a civilian job if you were to be a member of the National Guard or the Reserves?

- | | | |
|--------------|---------|-----------------|
| 28- 1() Yes | 2() No | 9() Don't know |
|--------------|---------|-----------------|

IF RESPONDENT IS NOT EMPLOYED (Q. 7a, PAGE 2 OR IS SELF-EMPLOYED (Q.8, PAGE 2), SKIP TO Q. 28.

27a. Does your company have a specific policy about National Guard or Reserves participation?

29- 1() Yes
2() No

9() Don't know
0() Not applicable

27b. With respect to Guard/Reserve participation, would you say the company is:

30- 1() Positive,
2() Neutral, or
3() Negative?

9() Don't know
0() Not applicable

27c. Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked with you?

31- 1() Yes
2() No (#28 NEXT)

9() Don't know (#28 NEXT)
0() Not applicable

27d. IF YES IN Q. 27c:

Would you say your supervisor was:

32- 1() Positive
2() Neutral, or
3() Negative?

9() Don't know
0() Not applicable

28. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

33-2
34-2

ENLIST		NOT ENLIST		Don't Know
Definitely	Probably	Probably	Definitely	

35-	a. Tuition assistance of \$1,000 per year, for up to 4 years.....	1()	2()	3()	4()	9()
36-	b. Tuition assistance of \$1,500 per year, for up to 4 years.....	1()	2()	3()	4()	9()
37-	c. Tuition assistance of \$2,000 per year, for up to 4 years.....	1()	2()	3()	4()	9()

29. Now I'm going to read you a list of statements. As I read each one, please tell me if you **strongly agree** with the statement, **somewhat agree**, **neither agree nor disagree**, **somewhat disagree**, or **strongly disagree** with the statement. READ LIST.

	AGREE		Neither	DISAGREE	
	<u>Strongly</u>	<u>Somewhat</u>		<u>Somewhat</u>	<u>Strongly</u>
a. People look up to a person in the uniform of the National Guard or Reserves.....1()	2()	3()	4()	5()	-38
b. The Guard/Reserve are well-trained.....1()	2()	3()	4()	5()	-39
c. Our country is too militaristic.....1()	2()	3()	4()	5()	-40
d. The Guard/Reserve have good, up-to-date equipment.....1()	2()	3()	4()	5()	-41
e. It's important for our country to be able to use military force in its relations with other countries.....1()	2()	3()	4()	5()	-42
f. I would be proud to be a member of the National Guard or Reserves.....1()	2()	3()	4()	5()	-43
g. The Active Forces are well-trained.....1()	2()	3()	4()	5()	-44
h. I like to become involved in projects in my community.....1()	2()	3()	4()	5()	-45
i. The National Guard and the Reserves are highly respected in my community.....1()	2()	3()	4()	5()	-46
j. The Active Forces have good, up-to-date equipment.....1()	2()	3()	4()	5()	-47
k. In my spare time I prefer doing things with others rather than being by myself.....1()	2()	3()	4()	5()	-48
l. A nation should always be ready to fight.....1()	2()	3()	4()	5()	-49
m. I like to belong to organizations or groups which help me find more interesting things to do than being on my own.....1()	2()	3()	4()	5()	-50
n. It is unnecessary for us to spend billions and billions of dollars each year for military preparations.....1()	2()	3()	4()	5()	-51

30. When you have a chance to do whatever you want, what sorts of activities do you like? As I read each of these activities, tell me if it is something you like very much, something you like a little bit, something you don't particularly care about one way or the other, or something you dislike altogether. READ LIST.

	LIKE		Don't		DK/ Never Tried
	Very Much	A Little	Particularly Care About	Dislike	
a. Reading about medicine.....	1()	2()	3()	4()	9()-52
b. Fishing.....	1()	2()	3()	4()	9()-53
c. Shooting the breeze with friends.....	1()	2()	3()	4()	9()-54
d. Working for a political or social cause.....	1()	2()	3()	4()	9()-55
e. Reading about foreign countries.....	1()	2()	3()	4()	9()-56
f. Going to a movie.....	1()	2()	3()	4()	9()-57
g. Studying the stock market.....	1()	2()	3()	4()	9()-58
h. Visiting friends.....	1()	2()	3()	4()	9()-59
i. Reading a novel.....	1()	2()	3()	4()	9()-60
j. Camping out.....	1()	2()	3()	4()	9()-61
k. Dining out.....	1()	2()	3()	4()	9()-62
l. Hunting.....	1()	2()	3()	4()	9()-63
m. Fixing up a car or motorcycle.....	1()	2()	3()	4()	9()-64

31. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or are very unlikely to do. READ LIST.

	LIKELY		Might or Might Not	UNLIKELY		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Send for literature about the military forces.....	1()	2()	3()	4()	5()	9()-65
b. Talk to a recruiter for one of the military services.....	1()	2()	3()	4()	5()	9()-66
c. Look for a job, or look to change jobs.....	1()	2()	3()	4()	5()	9()-67
d. Take a physical or written test for military service.....	1()	2()	3()	4()	5()	9()-68
e. Look for a way to change the routine in your life.....	1()	2()	3()	4()	5()	9()-69
f. Look for a way to make some extra money in your spare time.....	1()	2()	3()	4()	5()	9()-70

32. Please tell me if you would be more likely to achieve your life goals if you enlisted in the National Guard or Reserves -- or, by some other part-time job or activity. Would the National Guard or Reserves be:

- 71- 1() Much more likely to enable you to achieve your life goals,
 2() Somewhat more likely to enable you to do this,
 3() Somewhat less likely to enable you to do this, or
 4() Much less likely to enable you to achieve your life goals than some
 other part-time job or activity?
 9() Don't know

33. People give various reasons for wanting to do things. As I read each of the following, please tell me how important or unimportant that reason would be to you personally for deciding to do something -- would it be very important, somewhat important, neither important nor unimportant, somewhat unimportant, or very unimportant to you personally? READ LIST.

	IMPORTANT		Neither	UNIMPORTANT		Don't Know
	Very	Somewhat		Somewhat	Very	
a. Being able to use my time as I please.....1()	2()	3()	4()	5()	9()	-72
b. Being liked by other people.....1()	2()	3()	4()	5()	9()	-73
c. Having a bit more money than I have now...1()	2()	3()	4()	5()	9()	-74
d. Having a good time.....1()	2()	3()	4()	5()	9()	-75

34. Now, as I read these four items one more time, please tell me how likely you would be to accomplish each if you enlisted in the National Guard or Reserves. Would you be very likely to accomplish it, somewhat likely to accomplish it, somewhat unlikely to accomplish it, or very unlikely to accomplish it? READ LIST.

	LIKELY		UNLIKELY	Don't Know
	Very	Somewhat	Somewhat	Very
a. Being able to use my time as I please.....1()	2()	3()	4()	9() -76
b. Being liked by other people.....1()	2()	3()	4()	9() -77
c. Having a bit more money than I have now.....1()	2()	3()	4()	9() -78
d. Having a good time.....1()	2()	3()	4()	9() -79

35. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to occur? As I read each statement, please tell me if it would be very likely to exist or occur, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to exist or occur: READ LIST.

	LIKELY		UNLIKELY	Don't Know
	Very	Somewhat	Somewhat	Very
a. Getting a chance to travel.....1()	2()	3()	4()	5() 9() -5
b. Having a chance to show your abilities....1()	2()	3()	4()	5() 9() -6
c. Having military supervisors who would hassle or harrass you.....1()	2()	3()	4()	5() 9() -7
d. Taking too much time away from your personal and social activities.....1()	2()	3()	4()	5() 9() -8
e. Learning self-discipline.....1()	2()	3()	4()	5() 9() -9
f. Having to follow routine for the mere sake of the routine.....1()	2()	3()	4()	5() 9() -10
g. Being called to active duty in case of war.....1()	2()	3()	4()	5() 9() -11
h. Having to take orders from someone who does not know as much as you do.....1()	2()	3()	4()	5() 9() -12
i. Taking too much time away from your family during drills.....1()	2()	3()	4()	5() 9() -13
j. Being called to active duty in case of civil disturbances or riots.....1()	2()	3()	4()	5() 9() -14
k. Losing a chance for educational progress..1()	2()	3()	4()	5() 9() -15
l. Being able to earn extra money.....1()	2()	3()	4()	5() 9() -16
m. Being in combat during a disturbance or a war.....1()	2()	3()	4()	5() 9() -17
n. Losing a chance to progress toward a solid job and job security.....1()	2()	3()	4()	5() 9() -18
o. Not having much spare time.....1()	2()	3()	4()	5() 9() -19

36. How would you feel if draft registration were put together with a requirement that all young people would have to participate in some sort of national service? If some people could choose to join some community service organization, such as Vista or the Peace Corps, and those who wanted could choose the military forces, how would you react to the requirement? Would you be:

- 20- 1() Strongly in favor, 4() Somewhat opposed, or
 2() Somewhat in favor, 5() Strongly opposed?
 3() Neither in favor nor opposed, 9() Don't know

37. Now I'm going to read you one last list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. READ LIST.

	AGREE		Neither	DISAGREE		Don't Know
	Strongly	Somewhat		Somewhat	Strongly	
a. I feel ready to settle down.....1()	2()	3()	4()	5()	9()-21	
b. My family sometimes doesn't understand my style of life.....1()	2()	3()	4()	5()	9()-22	
c. The National Guard is needed to help in floods and other such disasters.....1()	2()	3()	4()	5()	9()-23	
d. Employers value people who have had military training.....1()	2()	3()	4()	5()	9()-24	
e. There are too many choices a young person has to make in today's world.....1()	2()	3()	4()	5()	9()-25	
f. The military life is a good influence on most young people.....1()	2()	3()	4()	5()	9()-26	
g. There are very few jobs really worth doing.....1()	2()	3()	4()	5()	9()-27	
h. The Reserves are needed to serve in combat roles during a military conflict.....1()	2()	3()	4()	5()	9()-28	
i. The National Guard is needed to maintain order in times of civil disturbances and riots.....1()	2()	3()	4()	5()	9()-29	

38a. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

30-1		<u>ENLIST</u>		<u>NOT ENLIST</u>		<u>Don't Know</u>
		<u>Definitely</u>	<u>Probably</u>	<u>Probably</u>	<u>Definitely</u>	
31-	a. A \$2,000 bonus for joining.....	1()	2()	3()	4()	9()
32-	b. A \$2,500 bonus for joining.....	1()	2()	3()	4()	9()
33-	c. A \$3,000 bonus for joining.....	1()	2()	3()	4()	9()

38b. How likely would you be to enlist in the Guard/Reserve if you were to become eligible for (NAME ITEM) — if you could become eligible for such a loan, would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

34-3

	ENLIST		NOT ENLIST		Don't Know
	Definitely	Probably	Probably	Definitely	
35- a. A low interest loan for joining, direct from the government, of up to \$6,000.....	1()	2()	3()	4()	9()
36- b. A low interest loan for joining, direct from the government, of up to \$8,000.....	1()	2()	3()	4()	9()
37- c. A low interest loan for joining, direct from the government, of up to \$10,000.....	1()	2()	3()	4()	9()

39a. Would you say that military danger from other countries to the United States right now is:

- 38- 1() Very high, 3() Somewhat low, or
2() Somewhat high, 4() Very low?
9() Don't know

39b. Would you say that the likelihood of a draft of men between the ages of 18 and 20 within the next year is:

- 39- 1() Very high, 4() Very low?
2() Somewhat high, 9() Don't know
3() Somewhat low, or

39c. Would you say that the likelihood of a military conflict involving the United States within the next year is:

- 40- 1() Very high, 4() Very low?
2() Somewhat high, 9() Don't know
3() Somewhat low, or

40. And now a few questions for classification purposes. Are you living with your parents?

- 41- 1() Yes 2() No

41a. Are you:

- 42- 1() Married, 3() Widowed, divorced, or (#41c NEXT)
2() Single, (#41c NEXT) 4() Separated? (#42 NEXT)

41b. IF MARRIED:

Is your spouse working?

- 43- 1() Yes (#42 NEXT) 2() No (#42 NEXT) 0() Not applicable

41c. IF SINGLE, WIDOWED, OR DIVORCED IN Q. 41a:

Are you planning to get married in the next 12 months?

- 44- 1() Yes 9() Don't know
2() No 0() Not applicable

42. Do you own your own home?

45- 1() Yes

2() No

43. What was the last grade of school or college your father completed?

46- 1() Less than high school graduate

2() High school graduate

3() Vocational/training school after high school (PROBE)

4() Some college

5() College graduate or more

9() Don't know

44. During most of your first ten years of life, did you live:

47- 1() On a farm,

9() No one place

2() In a town,

3() In a suburb, or

4() In a city?

45a. Have any close relatives served in the military?

48- 1() Yes

2() No

9() Don't know } #46 NEXT

45b. IF YES:

Who was that? CHECK ALL MENTIONED

49- 1() Father

5() Sister

50- 2() Mother

6() Spouse

3() Uncle or aunt

7() Cousin

4() Brother

() Other _____

WRITE IN

0() Not applicable

45c. IF YES IN Q. 45a:

Have any of these been career military personnel?

51- 1() Yes

9() Don't know (#46 NEXT)

2() No (#46 NEXT)

0() Not applicable

45d. IF YES:

Who was that? CHECK ALL MENTIONED.

52- 1() Father

5() Sister

53- 2() Mother

6() Spouse

3() Uncle or aunt

7() Cousin

4() Brother

() Other _____

WRITE IN

0() Not applicable

46. What was the last grade of school or college your mother completed?

54- 1() Less than high school graduate

2() High school graduate

3() Vocational/training school after high school (PROBE)

4() Some college

5() College graduate or more

9() Don't know

47a. Not including yourself, how many dependents do you have?

- | | | |
|-----|----------------------|-------------------|
| 55- | 1() None (#48 NEXT) | 4() Three |
| | 2() One | 5() Four |
| | 3() Two | 6() Five or more |

47b. IF ANY IN Q. 47a:

Are you the major caretaker for any children below the age of eighteen?

- | | | |
|-----|----------|---------------------|
| 56- | 1() Yes | 2() No (#48 NEXT) |
| | | 0() Not applicable |

47c. IF YES IN Q. 47b:

Are any of these less than six years old?

- | | | |
|-----|----------|---------------------|
| 57- | 1() Yes | 2() No |
| | | 0() Not applicable |

48. During your high school years, would you say you were an:

- | | | |
|-----|-----------------|--------------------|
| 58- | 1() A student, | 4() D student, or |
| | 2() B student, | 5() F student? |
| | 3() C student, | 9() Don't know |

49. How many brothers and sisters do you have?

- | | | |
|-----|------------|------------------|
| 59- | 1() One | 5() Five |
| | 2() Two | 6() Six or more |
| | 3() Three | 0() None |
| | 4() Four | |

50. I'd like you to think of your two best male friends and your two best female friends. (PAUSE) Have any of them joined the military or talked recently about going into the Active Military or the National Guard or Reserves?

- | | | |
|-----|----------|---------|
| 60- | 1() Yes | 2() No |
|-----|----------|---------|

51a. Now I'd like you to think about what people who are closest to you might think if you were to join the National Guard or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard or the Reserves?

- | | | |
|-----|-------------------------------------|--------------------------|
| 61- | 1() Very pleased, | 4() Somewhat displeased |
| | 2() Somewhat pleased, | 5() Very displeased |
| | 3() Neither pleased nor displeased | 9() Don't know |

51b. I'd also like to ask specifically about the reactions of your spouse, fiance(e), or a steady friend. Do you think that, if you were to enlist in the National Guard or the Reserves, he/she would be:

- | | | |
|-----|--------------------------------------|------------------------------|
| 62- | 1() Very pleased, | 4() Somewhat displeased, or |
| | 2() Somewhat pleased, | 5() Very displeased? |
| | 3() Neither pleased nor displeased, | 9() Don't know |

51c. And how about your own reaction if he/she were to enlist in the Guard/Reserves? Would you be:

- | | | |
|-----|--------------------------------------|------------------------------|
| 63- | 1() Very pleased, | 4() Somewhat displeased, or |
| | 2() Somewhat pleased, | 5() Very displeased? |
| | 3() Neither pleased nor displeased, | 9() Don't know |

51d. IF MARRIED (Q. 41a, p. 11)

Was your spouse actually with you during your active duty assignment?

64- 1() Yes
2() No

3() Not married at that time
4() He/she on active duty elsewhere
0() Not applicable

52a. Have you tried to find out if there is a Guard/Reserve unit close enough to you to join?

65- 1() Yes

2() No (#53 NEXT)

52b. IF YES IN Q. 52a:

Is there one close for you to join?

66- 1() Yes

2() No
0() Not applicable } (#53 NEXT)

52c. IF YES IN Q. 52b:

Does it have an opening for someone with your skills or training?

67- 1() Yes
2() No

9() Don't know
0() Not applicable

52d. Have you considered switching your MOS in order to join a Guard/Reserve unit?

68- 1() Yes

2() No (#53 NEXT)

52e. IF YES IN Q. 52d:

69- Why didn't you do so? _____

70- _____

71- (PROBE) _____

WRITE IN

53. And just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

72- 1() Hispanic,
2() American Indian or Alaskan Native,
3() Black, not of Hispanic origin,
4() Asian or Pacific Islander, or
5() White, not of Hispanic origin?

() Other _____
9() Refused

WRITE IN

INTERVIEWER: _____ (# _____) DATE _____

73- _____
74- _____
75- _____

76- _____
77- _____
78- _____
79- _____

80-3

SAMPLE SEGMENT _____

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____